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THE CITY OF SANTA BARBARA GENERAL PLAN

CIRCULATION ELEMENT

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Circulation Element

City of Santa Barbara
Community Development Department and
Public Works Department

October, 1998

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Introduction
Comprehensive Goal and Vision Statement

COMPREHENSIVE GOAL AND VISION STATEMENT

"While sustaining or increasing economic vitality and quality of life, Santa Barbara should be a city in which alternative forms of transportation and mobility are so available and so attractive that use of an automobile is a choice, not a necessity. To meet this challenge, the City is rethinking its transportation goals and land use policies, and focusing its resources on developing balanced mobility solutions. The language presented here, when taken together, will move the City in the direction of achieving the Vision."

Circulation Element Update Consensus Group
Consensus Report, May 31, 1995

This Comprehensive Goal and Vision Statement is the statement from which all the Goals, Policies, and Implementation Strategies of this Circulation Element are derived. It was drafted by a 22-member Consensus Group, which was comprised of a wide range of neighborhood and business representatives. The Consensus Group was charged with the task of drafting a Vision Statement aimed at solving the community transportation problems facing Santa Barbara. The statement above represents the unanimous consensus of the group.

INTRODUCTION

The Circulation Element is a required element of the City's General Plan. Government Code Section 65302(b) states that a circulation element shall consist of:

... the general location and extent of existing and proposed major thoroughfares, transportation routes, terminals, and other local public utilities and facilities, all correlated with the land use element of the plan.

The Circulation Element was created during a two-phased effort by members of the community. This was purely a "grass roots" effort to create circulation policies that address the concerns of the community. The first phase began January 17, 1995, when a 22 member Consensus Group was formed from a diverse cross section of the community representing neighborhood, business, environmental, transit, and bicycle interests. With the help of a professional facilitator, the Consensus Group created and wrote the Consensus Group Report, which was adopted on May 31, 1995. The Consensus Group Report contains the overall vision for the City's circulation system and broad goals to attain that vision. The second phase began August 9, 1995, when the Consensus Group began to distill the overall vision and broad goals into implementable policies and implementation strategies. During this effort, the goals and vision were retained in their exact form. The Consensus Group made their final recommendations on April 23, 1997, and the Consensus Group Draft Circulation Element was finalized.

The Consensus Group Draft Circulation Element was then reviewed by the Planning Commission on a chapter-by-chapter basis during a series of six public meetings. During these meetings, the Planning Commission received input from members of the Consensus Group and public to help strengthen and clarify the document. The Planning Commission made final changes and a final recommendation to the City Council on September 11, 1997. The Draft Circulation Element, which included changes made by the Planning Commission, was released for public review in October, 1997. The City Council reviewed the Draft Circulation Element during a public hearing on November 11, 1997, and adopted the Circulation Element on November 25, 1997.

The purpose of the Circulation Element is twofold. First, the Circulation Element addresses the requirements of State Law, which are to evaluate the transportation needs of the community and to present a comprehensive plan to meet those needs. Second, and most importantly, it contains measures for the implementation of the Comprehensive Goal and Vision Statement. This purpose must be taken in the context of sustaining Santa Barbara's high aesthetic values. Implementation of specific goals must be accomplished through a three-phased process of 1) establishing defined benchmarks or objectives, 2) monitoring and measuring policy impacts and results, and 3) developing City-initiated response strategies should those policy outcomes not be consistent with the Comprehensive Goal and Vision Statement.

Specifically, this Circulation Element will motivate change in the following ways:

- Provide a transportation system the supports the economic vitality of the City,
- Strive to achieve equality of convenience and choice among all modes of transportation,
- Increase the availability and use of transit,
- Increase bicycling as a transportation mode,
- Increase walking and other paths of travel,
- Reduce the use of the automobile for drive-alone trips,
- Increase access by optimizing parking citywide,
- Increase parking availability and access for Downtown customers,
- Develop special policies related to transportation and parking in the Coastal Zone,
- Develop a mobility classification system that will carry all modes of transportation from pedestrian to automobiles,
- Review traffic impact standards used at City intersections for consistency with the goals of the Circulation Element and the General Plan,
- Establish a process to include neighborhoods in discussions of the effects of traffic on residential streets,
- Establish a process to include business and non-residential property owners in discussions of the effects of traffic along business corridors,
- Apply land use planning strategies that support the City's mobility goals,
- Coordinate with regional systems and goals,
- Support the movement of people, goods, and services by other transportation facilities, such as air, rail, and water, and
- Provide and maintain public utilities.

FORMAT OF THE CIRCULATION ELEMENT

This Circulation Element is based upon the Vision Statement and specific goal statements identified above. The goals are shown at the beginning of each Chapter as bolded, italicized text. Each of the 16 goal statements appears at the beginning of a Chapter with specific policies and methods to achieve the desired goal. Within each Chapter, the policies are shown as bolded text and numbered with two digits (e.g. **1.1, 5.4**) and the Implementation Strategies are shown as normal text and numbered with three digits (e.g. 1.1.1, 5.4.1). Each Chapter is arranged in the following manner:

Circulation Element Goal

The general direction and desired outcome of each chapter of the Circulation Element. The State of California General Plan Guidelines define a goal as, "*a direction setter. It is an ideal future end, condition, or state related to the public health, safety or general welfare toward which planning and planning implementation measures are directed. A goal is a general expression of community values and, therefore, is abstract in nature. Consequently, a goal is generally not quantifiable, time-dependent or suggestive of specific actions for its achievement.*" The Circulation Element Goals were developed by a community consensus group and adopted May 31, 1995.

Example: ***Develop a comprehensive system of pedestrian routes which is integrated with other modes of transportation and which provide safe and efficient paths of travel.***

Introduction Section

A description of the circulation conditions existing at a particular moment in time. The Introduction Section contains the following three segments:

Background

A brief description of the circulation setting and issues in the City.

Constraints

A brief description of potential restrictions in the circulation system and community that must be addressed in order to achieve the Vision of the Circulation Element.

Opportunities

A description of the potential issues and conditions that can be capitalized upon to achieve the Vision of the Circulation Element.

Policies and Implementation Strategies Section

A description of the methods to achieve the goal statement of each chapter. The Policies and Implementation Strategies Section contains the following two segments:

Policies

The State of California General Plan Guidelines defines a Policy as, "*a specific statement that guides decision making. It indicates a clear commitment of the local legislative body.*" Policies, in conjunction with the Implementation Strategies (described below), create clear directions to achieve the Vision Statement.

Example: **5.2 The City shall link pedestrian paths with other alternative modes of transportation.**

Implementation Strategies

Specific methods to achieve the Vision of the Circulation Element and provide examples of programs and actions that the City may take to achieve the goal and policy. An Implementation Strategy is "*a rule of measure establishing a level of quantity that must be complied with or satisfied. Implementation Strategies further define the abstract terms of goals and policies.*"

Example: 5.2.2 Continue to provide information on popular bike and walking routes to the transit providers so that their services can be linked with these routes.

Glossary

Contains a list of words and their definitions. This list can be referenced by the reader to determine the meaning or context for a number of terms in the Circulation Element.

Figure 1

Existing Street System

City of Santa Barbara 1997
Circulation Element

Chapter 1
Economic Vitality

Goal 1 PROVIDE A TRANSPORTATION SYSTEM THAT SUPPORTS THE ECONOMIC VITALITY OF THE CITY

Establish and maintain a transportation system that supports the economic vitality of local businesses.

BACKGROUND

This goal represents a recognition that in addition to maintaining the quality of life, the economic vitality of the City is a priority. The transportation system plays an important role in supporting the continued growth and economic vitality of local business. Therefore, the transportation system must enhance the business environment and quality of life of the City.

The transportation system of the City provides invaluable services to the business community by allowing customers access to commercial areas and allowing businesses to deliver and receive goods. When rethinking the design of a streetscape, delivery trucks must be accommodated or alternate forms of transporting goods and services must be developed. While the transportation of goods and services has traditionally been a guiding factor in developing roadways, tomorrow's solutions will rely on non-traditional approaches that support all of the transportation needs of businesses and users.

CONSTRAINTS

With the decision to rethink transportation priorities and solutions, some policies of the past will need adjustment. For example, current traffic standards sometimes prohibit commercial growth that is permitted by the land development provisions of the General Plan. Such standards can be changed to allow greater flexibility for commercial areas to better support the economic vitality of the City.

Another constraint is that the facilitation of delivery and receipt of goods may be at odds with the facilitation of access improvements for customers. For example, the addition of a delivery turnout may necessitate the narrowing of sidewalks or the loss of a traffic lane. Creative solutions will need to be found in order to accommodate all uses of the roadway.

OPPORTUNITIES

Space to store vehicles is costly, sometimes visually adverse, and limited. By increasing the use of alternative modes of transportation and reducing reliance on the automobile for commuting to work, business areas will be able to improve access and availability of parking for customers, thereby enhancing economic vitality. This direction clearly shows how one aspect of transportation can be closely related to, or affect, another. A key to economic vitality is maintaining and enhancing the connection between the businesses and their customers. Further development of the transportation system should increase access and the mobility of people throughout the community and strengthen this relationship.

POLICIES AND IMPLEMENTATION STRATEGIES

ECONOMIC VITALITY

1.1 The City shall establish, maintain, and expand a mobility system that supports the economic vitality of local businesses.

1.1.1 Optimize access and parking for customers in business areas by implementing policies of the Circulation Element aimed at reducing dependence upon the automobile, and improving and increasing pedestrian, bicycle use, and transit use.

1.1.2 Review traffic impact standards used at City intersections for consistency with the goals of the Circulation Element and General Plan through public worksessions with the Planning Commission and the City Council.

1.1.3 Enhance alternative transportation services and infrastructure access between residential, recreational, educational, institutional and commercial areas.

1.1.4 Provide adequate infrastructure and info-structure to support the delivery of goods and services to and from area businesses.

IMPLEMENTATION OF THE CIRCULATION ELEMENT

1.2 The City shall place a high priority on funding and providing support for the implementation of the Goals, Policies, and Implementation Strategies of this Circulation Element.

1.2.1 Designate a task force and coordinator to recommend priorities for funding to the City Council to support the Goals, Policies, and Implementation Strategies of this Circulation Element.

Chapter 2
Equality of Convenience

Goal 2 *STRIVE TO ACHIEVE EQUALITY OF CONVENIENCE AND CHOICE AMONG ALL MODES OF TRANSPORTATION*

Emphasize alternative modes in order to provide real options and opportunities for people to choose among different forms of transportation rather than relying exclusively on the automobile.

BACKGROUND

Currently, the automobile holds a position of prominence among mobility choices. This is based on the historical pattern of development since the advent of the automobile, and the perpetuation of its use through street, highway and other infrastructure improvements and funding. While strides have been made to make other modes of transportation attractive, equality of convenience among all modes of transportation does not exist today.

Too often, transportation facilities are designed to serve a singular purpose. For instance, many roads are designed to accommodate mainly automobile traffic, paths are designed solely for walking, and bike lanes are solely for bicycles. This system may have been feasible and appropriate in the past, but as the population of Santa Barbara increases and the circulation needs of the community change, our circulation system will need to respond in ways it has never been asked to before. We are being challenged to develop an integrated, intermodal circulation system which will serve the future needs of the community with limited financial resources and a limited ability or willingness to expand the physical system as it exists today. Planning for this future will not only involve recognizing the transportation needs of residents and businesses, but also prioritizing mobility goals.

CONSTRAINTS

The two biggest constraints to achieving equality among different modes of transportation are: 1) limited funding and resources available without shifting funds away from existing programs and street maintenance funds, and 2) the perception that the automobile will always be the most convenient mode of transportation.

People are reluctant to try shifting travel modes when other convenient choices, such as shuttles, vanpools, transit, bike lanes, and walking paths, are not readily available to them. Until alternative forms of travel become as convenient and easy to use as the automobile, most people will not take advantage of the opportunities to use alternate modes of transportation. In addition, if people are limited in their transportation choices, they tend to be more protective of the limited transportation opportunities that exist. For example, people are more resistant to paying for parking at work or shopping areas when other areas in the region offer unlimited free parking.

Finally, as Santa Barbara nears buildout, with much of the City's land use pattern fully established, alternative strategies and creative solutions must be explored in order to expand the availability of alternative transportation facilities and services. These strategies and

solutions may include expansion of the existing transit systems and creation of new alternatives. As with most significant policy paradigm shifts, this may require the City to assess the value of compromises and trade-offs between existing mobility systems and alternative strategies.

OPPORTUNITIES

Santa Barbara can build upon its existing development patterns and travel systems to create an environment where all modes of travel can be conveniently used. For example, bicycle lanes already exist on many City streets, landscaped sidewalks exist along most of our streets to help make a pleasing pedestrian environment, and various forms of transit are presently available for travel within the City. Additionally, the existing grid system of roadways which is present downtown and in the older residential neighborhoods disperses traffic and provides a number of routes to any given destination.

Santa Barbara is also fortunate to have a climate which is conducive to outdoor activities, including walking and cycling. As a result, Santa Barbarans are already more accustomed to using different modes of transportation than residents of many other communities. Emphasis should be placed on further exposure of residents and visitors to the non-motorized transportation opportunities that are currently available to them.

In addition, some of the existing barriers to using alternative modes of transportation can be eliminated. For example, providing bus benches and shelters with posted schedules may reduce inconvenience and confusion surrounding the use of transit. Posting visible signs to alert drivers to the presence of pedestrian paths or completing gaps in existing sidewalks may eliminate barriers to walking. However, in order to remove these obstacles, careful analysis, community discussion and the development of creative solutions will be required. While recognizing that automobiles will remain an important mode of transportation, changes can be made to the existing circulation system to make it more inviting to those who may choose travel by other means.

POLICIES AND IMPLEMENTATION STRATEGIES

EQUALITY OF CONVENIENCE AND CHOICE

2.1 Work to achieve equality of convenience and choice among all modes of transportation.

2.1.1 Work with transit providers to enhance and expand transit services throughout the City of Santa Barbara and the surrounding region.

2.1.2 Expand and enhance the infrastructure for and promote the use of the bicycle as an alternative form of travel to the automobile.

2.1.3 Create an integrated pedestrian system that promotes safe and convenient pedestrian travel throughout the City.

2.1.4 Work with outside agencies, employees, and employers to optimize the use of alternative travel modes to reduce the use of the automobile, especially during peak periods of congestion.

2.1.5 Manage the supply of parking on a City-wide basis and suggest methods to better utilize existing parking or to provide additional parking.

2.1.6 Manage the parking supply and work to increase the use of alternative forms of travel to increase the availability of parking and access to the Downtown area.

2.1.7 Address transportation issues and the provision of parking in the portion of the Coastal Zone that is within Santa Barbara city limits.

2.1.8 Develop a new classification and service system that focuses on all forms of travel and considers the needs of the land uses served by the system.

2.1.9 Explore ways to continue the concentration of development Downtown and along transit corridors to facilitate the use of transit and alternative modes of transportation.

2.1.10 Develop urban design standards that will facilitate the use of alternative means of travel and reduce dependency upon the automobile. The standards shall address linkages throughout the City, such as walkways, bikepaths, and transit.

2.1.11 Participate in an active and leadership role in regional transportation planning efforts through cooperation and communication with regional agencies.

2.1.12 Continue to provide and maintain adequate storm drainage, water supply and distribution, and wastewater collection systems to meet existing and projected demands. In addition, continue to work with electric, gas, and communications suppliers to maintain and provide service.

2.1.13 Continue to support the movement of people, goods, and services by transportation modes such as air, rail, and water. Continue to regulate the movement of trucks and hazardous materials to ensure safety.

2.1.14 Create a program to coordinate the execution and review of Implementation Strategies addressing signage (see Index B for a comprehensive list). The program should be reviewed by the Sign Committee, Historic Landmarks Commission, and Architectural Board of Review.

MONITORING

2.2 **To assure that the community is moving towards the Vision articulated in this Circulation Element, the City shall monitor changes in traffic volumes, travel patterns and mobility choices through a program which:**

- **establishes a baseline of traffic volumes and travel patterns,**
- **establishes performance benchmarks related to the policy statements and implementation strategies within each chapter of the Circulation Element,**
- **assesses the impacts of policy implementation and progress against these benchmarks, and**
- **includes City response strategies if the outcomes of policy and project specific decisions are not consistent with the Vision articulated within this Circulation Element.**

2.2.1 The City Administrator shall direct staff to develop and implement a monitoring program and submit reports every two years to the Planning Commission and City Council regarding the effectiveness of achieving the Goals and Policies of the Circulation Element. These reports shall include, but not be limited to, information on the following topics:

- the effectiveness of land use policies in meeting the City's mobility goals,
- the effectiveness of the policies of the Circulation Element towards increasing the use and effectiveness of transit programs,

- the attainment of regional air quality standards, and
- ridership patterns and use of alternative forms of transportation. Continue to obtain this information from responsible agencies, such as MTD. In areas where no information is available, conduct surveys.

2.2.2 Prior to each annual adoption of the Capital Improvement Program, public work sessions shall be held with the Planning Commission and the City Council to develop project priorities for funding.

ENVIRONMENTAL QUALITY

2.3 The development and maintenance of mobility and utility systems should include consideration of the impacts and enhancements to Santa Barbara's environmental quality.

2.3.1 Continue to review proposed mobility and utility projects for compliance with relevant documents such as the California Environmental Quality Act (CEQA), Santa Barbara General Plan, Santa Barbara Municipal Code, Santa Barbara Master Environmental Assessment, and Local Coastal Plan. The review should include, but not be limited to, an examination of the potential negative impacts of water runoff from streets and parking lots.

2.3.2 Continue to review proposed mobility and utility projects for compliance with the Santa Barbara County Clean Air Plan and Air Quality Plan.

Chapter 3
Transit

Goal 3 INCREASE THE AVAILABILITY AND USE OF TRANSIT

Support the increased use and availability of transit. This will be accomplished by augmenting resources, planning, and funding to promote the development, expansion and use of transit, such as buses, shuttles, rail, and vanpools (see Glossary).

BACKGROUND

This chapter focuses upon the enhancement and expansion of transit services in the City of Santa Barbara and the surrounding region. The purpose of the Policies and Implementation Strategies in this chapter is to increase the choices available for travel.

Improvements to the transit system could increase the number of riders, reduce reliance on the auto, decrease the need for street capacity improvements, make more efficient use of the existing street system, reduce the demand for parking, provide greater independence for youth and others who cannot or choose not to use cars, improve air quality, increase interaction among people, create local jobs, and enhance the quality of life in Santa Barbara.

The following transit systems currently exist and provide service to the City:

- Metropolitan Transit District (MTD) - the public bus system for the South Coast, including both conventional buses, electric buses and shuttles,
- Clean Air Express - subscription commuter services to Santa Barbara and Goleta from northern Santa Barbara County and Ventura,
- Downtown/Waterfront Shuttle (MTD) - a City subsidized MTD service which provides short distance connections in and around the Downtown and Waterfront on short headways,
- Easy Lift Transportation - pre-scheduled door-to-door service for the elderly and disabled individuals,
- Greyhound - regional and nationwide bus service,
- Amtrak - regional and nationwide rail service,
- Private bus and taxi operators, and
- School bus systems.

CONSTRAINTS

The City does not directly operate and has limited control over any of the transit operations in the City. This means that the City's ability to affect change is limited. However, through funding, coordination, and participation, the City can help to influence transit operations.

The policies of this Circulation Element are designed to offer incentives to use alternative forms of transportation whenever possible. This means that efforts to increase ridership on

transit are focused on incentive based options.

The most successful method to increase transit ridership is to increase service. However, the operating costs involved with increased service and the competition for subsidies is the major constraint to expanded and improved public transit.

OPPORTUNITIES

To be attractive and successful, public transit in Santa Barbara must be frequent, reliable, comfortable, and affordable. With adequate funding, targeted improvements to existing transit services could considerably increase ridership in the City. These improvements include increasing the number of smaller, quieter, cleaner, more frequent electric buses, vans and shuttles. Improving the aesthetics, safety and comfort of transit stops could also result in increased ridership. Focus should also be placed on increasing the service frequency on major corridors, including linking neighborhoods and major commercial and activity centers. An optimal situation would be that during morning peak hours, noontime and afternoon peak hours, riders would expect a shuttle/bus to pass by every 7 minutes on major corridors. This would dramatically increase the convenience of public transit throughout the City. By making transit more convenient and attractive, the opportunity exists to help reduce the amount of single-occupant vehicle trips and traffic congestion. In turn, this may reduce automobile emissions and help improve air quality.

Identification and analysis of travel characteristics will help identify changes with the highest benefit/cost ratio. It has been shown in many communities that simply putting more buses on the street will not mean an increase in ridership.

The City has control over land development and associated infrastructure. The type and design of land development directly influences transit attractiveness and efficiency. Circulation system features such as bus shelters and priority bus access/movement can also influence function and ridership.

POLICIES AND IMPLEMENTATION STRATEGIES

Please note: for purposes of this chapter, "support" refers to funding, coordination, and participation.

TRANSIT SERVICE

3.1 The City shall promote the development, improvement, expansion, and increased ridership of transit within the City, including the development of new forms of transit as they become available.

3.1.1 Encourage and support transit providers, in increasing the number of vehicles and reducing waiting times on selected popular routes. Explore the possibility of adding additional transit vehicles or creating new routes where it is suspected that use is low due to extended time periods between buses.

3.1.2 Help transit providers explore the use of "on demand" service, either by providing additional buses for expanded service or by other means such as jitneys, paratransit, shuttles, taxis and Dial-A-Ride operations.

3.1.3 Work with transit providers to serve new types of routes such as one that would connect grammar schools with major employers. This would provide parents the ability to take their child to school and then continue on to their place of employment.

3.1.4 Encourage and support MTD in expanding shuttle service to other routes within the City which have the potential to have a sustainable ridership.

3.1.5 Help identify and fund fare subsidies or transit pass programs. Consider the following options:

- fare subsidies that could increase ridership on newly introduced routes,
- a system whereby employers can choose to pay an annual fee to be dedicated to a secured transportation fund to increase transit in lieu of providing employee parking spaces,
- a transit pass program for employers and employees,
- a transit pass program for schools or other groups,
- a Downtown employee subsidized bus pass program,
- senior and youth discount passes, and
- youth ridership programs for expanded weekend and nighttime ridership.

3.1.6 Identify and implement opportunities to give the movements of transit vehicles, such as buses, a priority over other vehicles through methods such as:

- allowing transit vehicles to make turning movements that are prohibited to other vehicles,
- allowing transit vehicle traffic signal pre-emption, and
- providing transit vehicle only lanes that may occur during selected times and would not prohibit vehicular traffic flow.

Improvements for transit only movements will be considered by the Planning Commission and City Council when service levels increase and the need is determined to be appropriate.

3.1.7 Work with transit providers to evaluate the impact of a centralized transfer system (spider web) against a potential for dispersed route interchange points (grid).

3.1.8 Encourage transit providers to establish programs for corporate sponsorship of vehicles.

3.1.9 Assist transit providers in the development of a strategic plan for service, including:

- links to State Street along Mission and/or Micheltorena,
- shuttle service between the Westside to the Eastside, Downtown, and Waterfront areas,
- shuttle service connecting the Lower with the Upper Westside,
- improved two-way or loop shuttle service for the Mesa, Northside, Westside, and Downtown,
- visitor destinations,
- Downtown grid,
- Downtown - Northside and La Cumbre Plaza,
- Downtown – Waterfront, and
- improved service between the Airport and other areas of the South Coast.

3.1.10 Support the continuation of frequent, inexpensive transit service in areas with high numbers of transit dependent persons.

3.1.11 Implement policies in the Land Use chapter of the Circulation Element and the General Plan Land Use Element that encourage the use of transit.

3.1.12 Coordinate and participate in transit master planning in order to achieve a comfortable, convenient, efficient, and affordable transit system that accommodates all users, including residents, commuters, shoppers, students, visitors, youth, seniors, and the transit dependent.

3.1.13 Support the expansion of the hours of operation for transit providers along routes or areas where there is a need.

3.1.14 Support transit providers in the provision of shuttle/bus services to and from special events in areas such as the Waterfront, Downtown, Mission/Museum, County Bowl, Oak Park, and City College.

3.1.15 Regulate taxi operations in order to ensure fair pricing, safe and qualified drivers, efficient service, and service to heavily traveled areas such as tourist destinations or the Airport.

3.1.16 Provide for appropriately sited taxi loading zones where needed.

3.1.17 The City shall support transit through funding, coordination, and participation, including but not limited to:

- including transit improvements in the Capital Improvements Plan (CIP),
- using discretionary funds to support transit operations and maintenance,
- sponsoring a monthly roundtable of agencies representing various modes of travel to coordinate planning and implementation, and
- maintaining strong policies that encourage citywide transit system improvements.

TRANSIT STOPS, SHELTERS AND INFORMATION SYSTEMS

3.2 The City shall improve and develop safe, convenient, and protected transit stops that are compatible in design, color, and material with the surrounding area.

3.2.1 Give bus stops a priority over on-street parking when there is a demonstrated conflict or need.

3.2.2 Encourage transit providers to provide or continue to provide clear and easy to understand route information and maps or other computerized transit information systems at transit stops.

3.2.3 Provide and regularly maintain amenities such as benches, shelters, lighting, newsracks, and decorative trashcans at transit stops.

3.2.4 Expand the Bicycle Locker Program at transit stops and other strategic locations.

3.2.5 Employ a portable transit shelter that can help in the evaluation of new demonstration routes in residential neighborhoods.

3.2.6 Develop a program that, at the request of the property owner, would allow the City to install and maintain additional landscaping adjacent to transit stops to address neighborhood concerns.

3.2.7 Work with transit providers to improve and expand the transit route and signage program by showing connections between major attractions such as schools, museums, places of worship, institutions, shopping and recreation areas.

3.2.8 Work with transit providers and property owners to provide transit stops within parking lots of large shopping centers and other major visitor destinations.

3.2.9 Work with transit providers to develop and maintain the transit infrastructure, such as transit stops, in a clean, safe and cost effective manner.

REGIONAL TRANSIT SERVICE

3.3 The City shall support increases in regional transit services.

3.3.1 Mandate the coordination of local transit services with regional transit providers and regional transit master plans.

3.3.2 Coordinate and encourage public participation in discussions with transit providers, Santa Barbara County, local cities, and transit users in the creation of a Regional Transit Master Plan that addresses regional transit needs (see Implementation Strategy 3.1.9 for related policies).

3.3.3 Study and identify the means of providing improved transit service to the Milpas area, including, but not limited to, converting the Milpas Street post office building to a transit center which includes transportation services such as buses, vanpools, carpools, shuttles, and park and ride options, as well as post office boxes.

3.3.4 Encourage the continuation and expansion of commuter subscription bus service, such as the Air Pollution Control District's (APCD) Clean Air Express.

3.3.5 Explore the creation of designated areas for tour bus parking, drop-off and pick-up, as well as routes.

3.3.6 Encourage the creation of light rail and metrorail connections between Santa Barbara, Oxnard, San Luis Obispo, and points in-between.

INTERMODAL CONNECTIONS

3.4 The City shall work to improve and expand intermodal connections.

3.4.1 Support programs and policies that maintain or expand the level of passenger rail and bus service. Bus service shall be considered in any development in the vicinity of the Union Pacific Railway Depot.

3.4.2 Assist transit providers in the placement of bike racks on all buses and secure storage at selected stops.

3.4.3 Promote and expand the employee shuttle bus service to and from the parking lots at the intersections of Carrillo St. and Castillo St. and Santa Barbara St. and Cota St.

3.4.4 Participate in and coordinate with efforts of the Technical Transportation Advisory Committee (TTAC) and Santa Barbara County Association of Governments (SBCAG) to develop vital links between their different services. In addition, the City shall provide information on popular bike and walking routes to the transit providers so their services can be linked with these routes (see 14.2.3 and 3.1.17).

3.4.5 Provide improved service and hours of operation of transit and door-to-door transit service to and from the Santa Barbara Municipal Airport.

3.4.6 Continue to support transit connections to other airports, such as but not limited to, Los Angeles International Airport.

EDUCATION/OUTREACH

3.5 The City shall work to increase public awareness of and cooperation with the City's transit planning goals.

3.5.1 Work with local businesses and transit providers to develop transit incentive programs.

3.5.2 Train City appointed MTD Board Members, Council Members, City Staff, and MTD Staff on the functions and working of transit services to ensure the consideration of City transit issues, and conduct joint work sessions with the City Council and directors of transit providers.

3.5.3 Encourage area schools to expand education programs about the benefits and advantages of the use of transit.

3.5.4 Develop and work with transit providers, regional rideshare programs, and others to expand existing transit marketing programs.

3.5.5 Market the City's transit system, through organizations such as the Chamber of Commerce and the Convention and Visitors Bureau.

Chapter 4
Bicycling

Goal 4 INCREASE BICYCLING AS A TRANSPORTATION MODE

Develop a comprehensive system of bicycle routes which are integrated with other modes of transportation and which provide safe and efficient bikeways.

BACKGROUND

Although bicycling has been historically popular for both recreation and transportation, Santa Barbara's heightened awareness of the bicycle as an environmentally sensitive alternative mode of travel resulted from increased traffic congestion and higher gas prices. One goal of the City's Bikeway Master Plan, adopted in 1974, was "to make bicycling a means of transportation which may be used safely and enjoyably on any street in the City." Today, the more than 30 miles of bicycle paths and street lanes are steadily utilized and bicycle use in Santa Barbara is one of the highest in the nation (**see Figure 2**).

CONSTRAINTS

Despite significant improvement in the bikeway network, gaps in the system require infill and new routes need to be created to address concerns about safety. For example, traffic congestion at freeway interchanges can be an intimidating barrier to bicyclists, especially children. As Citywide vehicular traffic has steadily increased, so have requests for more bicycle lanes and paths.

The broad range of rider types and skill levels (e.g. commuters, recreational riders, children, mountain bicyclists, and racers) is a constraint because each has different bicycling needs. To maximize the community benefit, rider differences should be considered in plan development and implementation.

Another key constraint is the lack of adequate, safe, and secure bicycle storage lockers adjacent to destination points within the City. Where these have been provided, there is ample anecdotal evidence of high levels of use. Lastly, integration with other modes of transportation has been somewhat limited. Recent additions of bike racks to the front of MTD buses are a first step in addressing this issue.

OPPORTUNITIES

Increased bicycle use is directly linked to a number of goals articulated within this Circulation Element. Increased bicycle ridership will result in decreased demand for parking, reduced auto traffic congestion and lower levels of air pollution. To achieve increased ridership, the City must expand and improve the existing regional bikeway system. This includes expansion of on-street bike lanes, improved lighting and path quality on existing bicycle paths and the addition of bicycle paths in targeted areas with the potential for high levels of use. This can only be accomplished in coordination with the City of Carpinteria and the County of Santa Barbara.

Improving the convenience for commuters requires the City to improve bicycle storage safety at work locations and to expand the opportunities for multi-modal travel (i.e. bikes used in conjunction with buses, trains, carpools and vanpools). This can be done in a cost effective manner with the addition of storage lockers, funding of additional bikeracks on buses and shuttles, and the same type of employee incentive programs utilized for carpool programs. Secure bicycle storage can be located in a manner that provides benefits to specific business and properties. As a result, it is one program that may be tailored to the public-private partnership concept in order to expand the level of funding. Where secure bicycle lockers are provided, the City (and any partners) will need to address both short-term and long-term parking bicycle needs. The relatively low cost of these improvements, and the direct impact of reducing automobile trips creates an opportunity for the City to move forward on these improvements within a short time period and have significant positive impacts on mobility.

Related Benefits

It is also important to understand how increased bicycling helps to meet the goals set forth in the Vision Statement. Increasing bicycle travel will help achieve the following goals:

- support the economic vitality of the City by enhancing livability and improving community space,
- move the City closer to equality of convenience and choice among all modes of transportation,
- increase the availability of parking and access for Downtown customers, both in cars and on bikes,
- develop a mobility system that carries all modes of transportation from pedestrians to automobiles,
- review traffic impact standards used at intersections for consistency with Circulation Element and General Plan,
- coordinate the regional bikeway system,
- reduce the need for automobile parking in the Coastal Zone,
- provide air quality benefits, and
- possibly reduce wear on City streets.

POLICIES AND IMPLEMENTATION STRATEGIES

BICYCLE MASTER PLAN

4.1 The City shall update and implement the City's Bicycle Master Plan.

4.1.1 Work with neighborhoods, interest groups, employers, the County, UCSB, and SBCAG to identify current and future needs for bikeways in the Bicycle Master Plan.

4.1.2 Outline criteria for installing bike lanes on City streets in the Bicycle Master Plan.

4.1.3 Review bikeway routes and the Bicycle Master Plan periodically to address changing conditions and the needs of bicycle riders of various types and skill levels.

4.1.4 Incorporate Bicycle Master Plan projects into the City's Capital Improvements Program.

4.1.5 Monitor the use and effectiveness of bicycle parking facilities required by the Santa Barbara Municipal Code.

BIKEWAY SYSTEM

4.2 The City shall work to expand, enhance, and maintain the system of bikeways to serve current community needs and to develop increased ridership for bicycle transportation and recreation.

4.2.1 Create bikeways that conveniently serve major areas of attraction, such as shopping centers, public buildings, parks, places of employment, schools, and the Waterfront.

4.2.2 Keep public bike facilities and rights-of-way in good condition, well lit, and well maintained.

4.2.3 Encourage facilities for bicycle travel and parking in any future development, construction, or reconstruction projects during the review of new development and infrastructure improvements. Bicycle facilities can be achieved through methods such as:

- purchase, dedication, and other means of property acquisition,
- conditions of approval,
- expanding the scope of maintenance projects, and
- enforcement of the Santa Barbara Municipal Code, Parking Section.

4.2.4 Create opportunities for bicycle travel to interface with bus and train travel by working with transit providers to ensure that transit facilities are equipped with adequate bicycle carrying capacity and that the equipment is consistently deployed.

4.2.5 Adopt and implement the Regional Bikeway Signage Program.

4.2.6 Increase attractive, convenient, and secure bike parking and storage facilities on public property and encourage the provision of the same on private property. Continue to consider fully enclosed individual lockers and/or bicycle racks.

4.2.7 Identify possible changes at freeway interchanges and over/under passes that will facilitate the movement of bicycles through the interchange. Gather input from neighborhood groups, business groups, bicycle support groups and other interested organizations.

4.2.8 Install bicycle sensitive traffic signals at main bikeway intersections.

BICYCLE COORDINATOR

4.3 The City shall designate a Bicycle Coordinator.

4.3.1 The Bicycle Coordinator shall coordinate implementation of the goals, policies, and strategies of the Circulation Element and the Bicycle Master Plan with those of the County.

4.3.2 The Bicycle Coordinator shall represent bicyclist's interests in any significant discussions of transportation developments within the City.

4.3.3 Implement a system to report maintenance needs to the Bicycle Coordinator.

4.3.4 The Bicycle Coordinator shall promote the use of bicycles.

4.3.5 The Bicycle Coordinator shall encourage City Staff to use bicycles for short trips or deliveries.

4.3.6 The Bicycle Coordinator shall encourage the use of programs intended to teach safe bicycle riding techniques.

4.3.7 Work with local and regional bicycle groups and coalitions to promote bicycling both within and outside of the City.

4.3.8 Encourage bicycle retailers to sponsor bicycle "Fun Rides" or races to promote bicycle riding.

4.3.9 Recognize the role of bicycle related businesses as important to supporting bicycle commuting and riding.

4.3.10 The Bicycle Coordinator shall explore the feasibility of creating a "green bike program" designed to provide communal bicycles for local trips.

PARKING REQUIREMENTS AND STANDARDS

4.4 The City shall continue to use parking restrictions to create peak commute hour capacity for bicycle traffic. Public hearings shall be held prior to the creation of new parking restrictions.

4.4.1 Consider prohibiting peak commute period parking on major streets to create additional bicycle travel lanes, as appropriate, and upon consultation with adjacent property owners and a properly noticed public hearing.

EDUCATION/OUTREACH

4.5 The City shall actively promote the safe use of bicycles as an efficient and affordable mode of transportation.

4.5.1 Work with the Convention and Visitor's Bureau and the Chamber of Commerce to promote a bicycle friendly image of the City to residents and tourists.

4.5.2 Work with schools to provide information to children, adults, bicyclists, and motorists about the safe use of the bicycle on City streets including, but not limited to, the following:

- safety awareness programs at area elementary, middle, and high schools,
- providing maps outlining bikeways, streets with designated bicycle lanes, and streets with lesser traffic volumes that are safer for bicycle travel,
- increased signage to alert motorists to the presence of bicycles,
- work with bicycle retailers to provide patrons with information regarding the safe use of the bicycle,
- promote ride-to-school days, and
- promote/sponsor a Bike-to-Work Day.

4.5.3 Encourage local business to use bicycle couriers for deliveries.

4.5.4 Educate people about and enforce laws relating to safe bicycle use, such as:

- using lights and reflectors at night,
- stopping at signalized or signed intersections and crosswalks,
- riding on the right side of the road,
- keeping off of the sidewalk, and
- properly using helmets, especially youth.

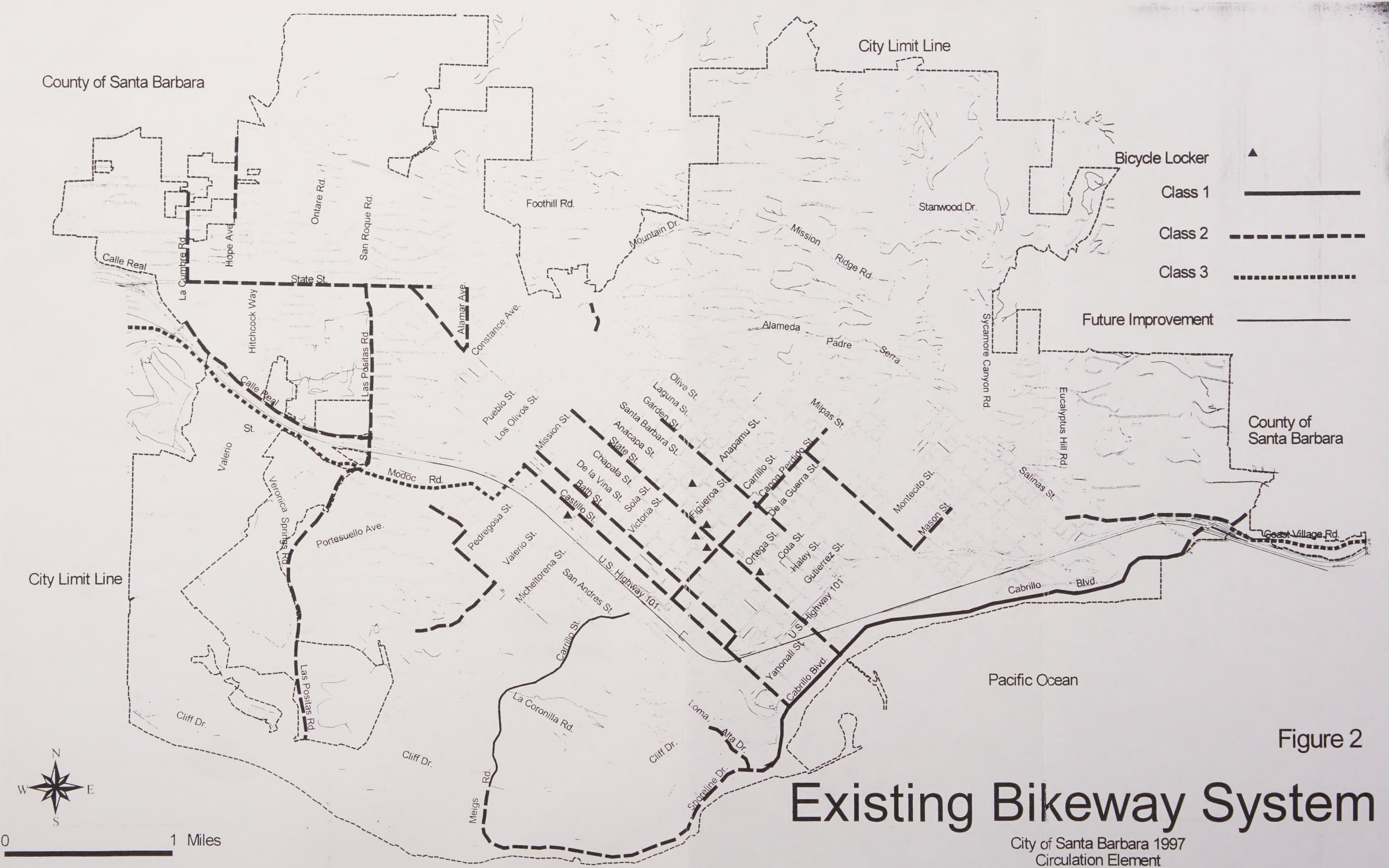


Figure 2

Existing Bikeway System

City of Santa Barbara 1997
Circulation Element

Existing Bl

Chapter 5
Walking

Goal 5 INCREASE WALKING AND OTHER PATHS OF TRAVEL

Develop a comprehensive system of pedestrian routes which are integrated with other modes of transportation and which provide safe and efficient paths of travel.

BACKGROUND

This Chapter discusses methods to identify and build on the City's existing positive pedestrian environment in order to enhance and increase opportunities for pedestrian travel. The term "paths of travel" describes the City's walking environment, with its network of sidewalks and pathways, and conveys a recognition of the diverse abilities, needs, and interests of its businesses, residents, and visitors.

CONSTRAINTS

Some developed areas of the City and the foothills are not pedestrian-friendly because of the topography, lack of pedestrian amenities, and difficulty in accessing needed but distant services. Attempts to retrofit these areas to accommodate walking may be inhibited by these challenges.

It is also difficult to create a pedestrian-friendly environment in areas with high traffic volumes or high speeds, such as freeway interchanges, wide traffic corridors (e.g. Cabrillo Boulevard), and streets with frequent or wide curb cuts and wide or skewed intersections. Pedestrian safety is often in conflict with vehicles exiting from both large and small parking lots because of inadequate visibility and warning signs.

Highway 101 limits interaction between neighborhoods and poses a significant automobile-dominated barrier to pedestrians, except at the State Street underpass, where transit, bicyclists, and pedestrians are simultaneously served successfully. Conversely, many of the Highway 101 crossings (e.g. Ortega, Anapamu, and Butterfly Lane) are under-utilized because of a sense of isolation created by poor visibility and a lack of lighting, identification signage, and aesthetic treatments.

Conflicts between uses can occur in paseos (see Glossary) located to the rear of commercial properties due to safety hazards (e.g. delivery trucks) and nuisances (e.g. noise and trash odors).

OPPORTUNITIES

The City of Santa Barbara's historical compact development grid pattern created the Downtown area with its narrow streets and wide sidewalks and a successfully integrated pedestrian circulation system that allows easy access to businesses and services. By expanding the existing positive pedestrian environment, the City could encourage housing within the Downtown area to enable employees to live near where they work.

Santa Barbara is also unique in that the paseo system is well established. Paseos are a series of connecting private and public walkways joined to streets, parking facilities, open plazas, courtyards, cafes and shops through the central portions of city blocks. Please note that alleys are different from paseos in that they are primarily automobile oriented. Paseos generally promote pedestrian use and buildings that are oriented in size, entrances, amenities, and signage to the pedestrian. Paseos provide a pleasant experience for the user and open up an increased number of facades of commercial buildings. This promotes increased pedestrian access to Downtown, which in turn supports the economic vitality of the area.

The pedestrian environment could be enhanced, where appropriate, by better lighting and security, shade trees, street furniture, and landscaped parkways to separate pedestrians and traffic. The continuation and expansion of the existing American with Disabilities Act (ADA) upgrade program, which requires physical improvements to facilitate the access by persons with disabilities, is also important.

A sign program would also help identify walking routes to various attractions around the City for those who are unfamiliar with the City. Directional signs would also improve the connections between different areas of the City by creating well-traveled routes. Designated walking routes and directional signs could encourage higher pedestrian use, a greater perception of safety, and improved connections between different areas of the City.

POLICIES AND IMPLEMENTATION STRATEGIES

INCREASE ACCESS AND WALKING OPPORTUNITIES

5.1 The City shall create an integrated pedestrian system within and between City neighborhoods, schools, recreational areas, commercial areas and places of interest.

5.1.1 Establish an annual sidewalk expansion and improvement program with a designated source of funding and update the Sidewalk Inventory Study to develop a process for funding priorities for improvements. Incorporate the expansion and improvement program into the Capital Improvements Program.

5.1.2 Identify and link major activity centers and destinations with walkways. This will consist of the following:

- surveying existing connections between neighborhoods and identifying opportunities and constraints for new pedestrian connections,
- identifying existing barriers to walking to school and where feasible eliminating those barriers,
- providing improved access for pedestrians (for example, between such areas as the Eastside, Westside, Mesa, Lower State, Upper State and Waterfront areas, major attractions, recreation, cultural, and commercial areas),
- working with neighborhood markets and grocery stores to identify ways to encourage walking trips to the market from surrounding neighborhood areas,
- improving pedestrian access in and around the Mission by providing safe and attractive walking connections between the Mission, Rose Garden, Rocky Nook Park, Natural History Museum and Alameda Padre Serra, and
- creating an integrated pedestrian system linking the Franklin Center, Franklin School, the Eastside Library and the community gardens.

5.1.3 Work with local merchants to create a package delivery system.

5.1.4 Work with Caltrans to improve and maintain Highway 101 pedestrian over/undercrossings to promote increased pedestrian use. This may include adding amenities such as lighting, landscaping, and identification signage.

5.1.5 Encourage newly proposed developments to include pedestrian connections to surrounding areas, adjacent transit facilities, or other travel facilities during development review.

LINKING PEDESTRIAN PATHS TO ALTERNATIVE TRANSPORTATION

5.2 The City shall link pedestrian paths with other alternative modes of transportation.

5.2.1 Work with all transit providers to develop links between different transit services. This may include providing route information along pedestrian routes, improved transit stops, and providing pedestrian connections to alternative forms of travel.

5.2.2 Continue to provide information on popular bike and walking routes to the transit providers so that their services can be linked with these routes.

UPDATE AND EXPAND THE PASEO SYSTEM

5.3 Protect and expand existing paseos and acquire new paseos in the Downtown.

5.3.1 Develop conceptual designs and guidelines for new paseos.

5.3.2 Establish protective mechanisms such as land acquisitions, historic designations, use of easements, private development cooperation, and development controls for the paseo system.

5.3.3 Encourage private development to incorporate public paseos by offering increased density and other incentives for providing or improving paseos and paseo connections.

5.3.4 Consider closing streets to create pedestrian plazas if, upon consultation with a broad segment of the community and general agreement of the affected business owners and property owners, it can be demonstrated that it would improve pedestrian access and enhance the Downtown business environment.

5.3.5 Encourage business owners to keep paseos in the rear of commercial buildings free of trash and limit deliveries to hours when the paseos are not heavily traveled.

5.3.6 Provide mid-block crossings to connect existing paseos, if appropriate and feasible.

DESIGN STANDARDS

5.4 The City shall revise and enhance design guidelines and standards for the City's pedestrian system.

5.4.1 Work with the Architectural Board of Review and Historic Landmarks Commission to revise and enhance City design standards for all sidewalks and paths of travel. Standards should address width of paths, safety, lighting, landscaping, location, street furniture, the availability of alternate pedestrian access-ways, and the provision of kiosks or other methods to exchange public information.

5.4.2 Provide parkways or tree wells and develop other innovative methods where appropriate to separate and/or protect pedestrians from traffic.

5.4.3 Revise Outer State Street Design Guidelines and Haley Milpas Design Guidelines to emphasize pedestrian friendly design.

5.4.4 Update and revise the Public Works Street Design Standards to include the following standards:

- sidewalks should be wide and shaded by trees,
- trees should be placed at the curb-side of the sidewalk to provide a psychological and physical separation between pedestrians and auto traffic. Adequate room for growth should be given to avoid sidewalk damage by tree roots, and
- the width and number of curb cuts (driveways) on City streets should be kept to a minimum or designed in a manner that protects the safety of pedestrians.

5.4.5 Improve design for disabled access by providing more ramps, providing more repair to cracked and heaved sidewalks, filling in gaps in existing sidewalks, identifying and relocating obstructions (fire hydrants, telephone poles, light poles) in narrow sidewalks or providing paths around obstructions, and using paving materials which are conducive to wheelchairs and those who have difficulty walking.

5.4.6 Require striping/signage, crossing guards, stop signs, and other devices to improve safety near schools and parks.

5.4.7 Notify and work with affected property owners, user groups, and tenants prior to the adoption of any design standards for pedestrian oriented improvements.

5.4.8 During the development review process, identify all sidewalk obstructions (e.g. fire hydrants, telephone poles, utilities, etc.) on development plans and, if feasible, locate or relocate them in such a way so as to remove the obstruction and to enhance visual aesthetics.

PHYSICAL IMPROVEMENTS AND AMENITIES

5.5 The City shall create and foster a pedestrian friendly environment through physical and cultural improvements and amenities.

5.5.1 Provide street furniture, especially benches for resting and shade trees along streets, where appropriate. Look for opportunities for new resting spots, plazas, placitas, small squares, and landscaped areas in all areas of the City which should include focal point(s), opportunities for people watching, and/or attractive natural surroundings. These areas will encourage gathering, public and social interaction and could be used for cultural events and activities. An example could be the placement of benches and street furniture in Chase Palm Park.

5.5.2 Identify areas where additional street and paseo lighting is appropriate and implement methods to provide that lighting.

5.5.3 Improve sidewalk conditions to increase ease of use for all pedestrians including those with strollers, wheelchairs, carts, walkers, and other walking assistance devices.

5.5.4 Encourage plazas, courtyards, cafes, shops, and restaurants along walkways in commercial areas to encourage a mix of private business and public uses. Adequate width should remain for pedestrian travel.

5.5.5 Consider public plazas, restrooms, resting spots, or gathering places in all commercial areas of the City, especially in the following areas:

- Milpas Street from Cabrillo Boulevard to Anapamu Street, and
- the Eastside near Milpas Street starting temporarily by blocking off parts of streets such as Montecito Street, Calle Puerto Vallarta, Alphonse or Jennings for special events.

5.5.6 Look for opportunities to connect placitas to public, private and institutional uses. Include signage, as appropriate.

5.5.7 Develop procedures that improve the City's infrastructure by incorporating the new sidewalk design standards into street maintenance projects.

5.5.8 Prior to creating any plaza areas conduct a noticed public hearing.

5.5.9 Improve the beachway to increase safety for all users.

5.5.10 Adequately fund programs for regular maintenance of heavily used pedestrian amenities, including sidewalks, under/overpasses, and footbridges. Programs should include litter removal, graffiti removal, steam cleaning, and landscape maintenance.

5.5.11 Create incentives and opportunities for private property owners to make incremental improvements to enhance the pedestrian environment surrounding their properties, such as widening sidewalks and planting street trees. Any improvements should comply with relevant design guidelines and standards.

5.5.12 Consider the creation of mercados, or markets, in appropriate commercial areas of the City.

5.5.13 Install small segments of sidewalks in selected areas, especially on blind curves or in hilly areas with narrow streets, to help improve the safety of pedestrians.

STREET CROSSINGS

5.6 The City shall make street crossings easier and more accessible to pedestrians.

5.6.1 Where necessary, allow all-way crossings or adjust signal timing to allow more time for pedestrians to cross the street. Priority should be given to areas with high pedestrian activity as identified in the Sidewalk Inventory Study. Possible areas include Cabrillo Boulevard/State Street, Carrillo Street/Chapala Street and along Milpas Street near Santa Barbara Junior High School, Santa Barbara High School, and Montecito Street.

5.6.2 Widen sidewalks and add medians and other means at intersections to reduce the crossing distance for pedestrians, where appropriate.

5.6.3 Reduce the speed limit in targeted pedestrian areas (e.g. near parks, schools, and hospitals) to 25 miles per hour.

LAND USE AND ZONING

5.7 The City shall amend the Zoning Ordinance to ensure that land use planning and zoning encourage pedestrian uses.

5.7.1 Include sidewalks, landscaping, and other facilities in new public and private construction to promote pedestrian activity where appropriate and consistent with the policies contained in this element.

5.7.2 Review, and revise where appropriate, the Zoning Ordinance to allow more small/compact residential neighborhood services (e.g. corner markets, medical and professional offices) within walking distance of existing residential neighborhoods (see Implementation Strategies 13.5.1 and 13.5.2).

5.7.3 Continue to implement zoning practices that encourage mixed use developments in order to improve opportunities for pedestrian access and decrease dependency on the automobile.

5.7.4 Amend the Zoning Ordinance to encourage property owners to avoid situating parking lots between the street edge/sidewalk area and storefronts.

5.7.5 Continue to ensure that private and public developments, as well as capital improvements, are designed to accommodate the elderly, the handicapped, the disabled, and the blind.

EDUCATION/OUTREACH/COMMUNITY INVOLVEMENT

5.8 The City shall encourage community involvement in effectively promoting the benefits of walking and identify opportunities for improving the pedestrian system.

5.8.1 Establish a signage program for pedestrian routes throughout the City that link various neighborhoods and attractions.

5.8.2 Enhance existing or develop new partnerships with civic organizations to promote walking tours of Santa Barbara and provide brochures and signage to advertise these tours.

5.8.3 Encourage public and private schools, from pre-school through high school, to promote walking through methods such as walking field trips.

5.8.4 Work with public and private schools to identify and expand safe routes to school.

5.8.5 Consider establishing a hotline to report pedestrian trouble spots.

5.8.6 Continue a Traffic Safety Committee comprised of residents, the Assistant Traffic Engineer and business representatives for the purpose of studying matters of traffic and pedestrian safety, traffic calming, and making recommendations to the City Council regarding measures to promote and improve traffic and pedestrian safety.

5.8.7 Coordinate a "Walker's Appreciation Day" with Downtown retailers. Co-sponsor a "Walk to Work", "Take a Walk", or "Walk to School" day.

5.8.8 Work with community groups to encourage neighborhood walk-about activities.

5.8.9 Work with the Police Department to improve pedestrian safety at night (in areas including paseos and placitas) through such methods as increased bicycle patrols.

5.8.10 Encourage public and private schools to implement pedestrian safety education programs for all ages.

5.8.11 Encourage community groups, business groups, and individuals to assist in the cleaning and maintenance of sidewalks, sidewalk furniture, landscaping, and pedestrian overpasses, including graffiti removal and litter pickup.

Chapter 6
Reduce the Use of the Automobile

Goal 6 *REDUCE THE USE OF THE AUTOMOBILE FOR DRIVE-ALONE TRIPS*

Efficiently and effectively use the existing street system through incentives, the provision of attractive alternatives and a transportation demand management program. Recognizing that automobiles will still be on the road, the City will support programs that encourage increased vehicle occupancies and trip reduction in order to enjoy the quality of life that currently exists. The City recognizes that reducing drive-alone trips from current levels may create roadway capacity for new development consistent with the General Plan.

BACKGROUND

This chapter focuses on making alternative transportation modes more attractive and convenient in order to reduce the use of the automobile for drive-alone trips. Social scientists have studied the history of the automobile and agree that its proliferation has dramatically changed life in America. The automobile continues to provide a freedom of movement not previously known while simultaneously negatively impacting development patterns, community life, and the environment. It is important to note that many people cannot afford to use, or choose not to use, the automobile. In addition, some segments of society do not recognize that the automobile is neither cost nor energy efficient. Yet, there is limited community support for additional street widening and infrastructure investments. The City must continue to plan for the use of the automobile until more choices are available and the community begins to change the way it perceives the single occupancy vehicle.

CONSTRAINTS

The following constraints exist in the City:

- few travel choices can match the ease and convenience of the automobile,
- streets operate at acceptable levels except during peak commute hours and special events,
- parking is generally inexpensive and easily available,
- Federal and State programs focus more on the expansion of the infrastructure than on the efficient use of highway system, and
- housing in the Downtown core is less available, and therefore, more expensive than similar housing outside the City.

OPPORTUNITIES

The City's physical setting and development patterns are conducive to the expanded use of transportation alternatives. Its residential areas are part of a compact urban form and its climate is excellent for outdoor activities. There is demand for increased housing in the Downtown area that strengthens the compact urban form that allows people to live close to employment opportunities and residential support services.

Ride sharing can reduce peak hour single occupancy vehicle trips for commuters with similar schedules, origins, and destinations, because home/work, home/school, and school/work trips may be easily coordinated. Drive alone trips may also be reduced with employee incentives such as: preferential parking; guaranteed mid-work transit services; ride home transportation; and cash-out rebates. Expansion of transit services such as air, rail, water, bus, electric shuttles, taxis, and jitneys can remove additional trips from the roadway. Other opportunities to reduce the number of drive alone-trips may include:

- employee telecommuting,
- commercial telecommuting centers or satellite offices,
- local merchant tele-shopping services, and
- local merchant coordinated package delivery services.

POLICIES AND IMPLEMENTATION STRATEGIES

LOCAL AND REGIONAL TRANSPORTATION DEMAND MANAGEMENT PROGRAMS

6.1 The City shall continue to support efforts to expand Transportation Demand Management Programs.

6.1.1 Work with local and regional transportation demand management services, such as Traffic Solutions, to actively promote the advantages and cost savings of alternative forms of transportation.

6.1.2 Work with local and regional transportation demand management services, such as Traffic Solutions, to explore opportunities for employer vanpool sponsorship.

6.1.3 Increase funding for local/regional Transportation Demand Management programs, such as Traffic Solutions.

6.1.4 Work with employers to provide transportation demand management programs that encourage employees to rideshare and use alternative modes of transportation. Such voluntary programs may include telecommuting, transportation allowances in lieu of free or inexpensive parking, free or low cost bus passes, and van-pools.

CITY AS A MODEL EMPLOYER

6.2 The City shall set an example as a model employer to reduce the use of the single occupancy vehicle.

6.2.1 The City, as a model employer, shall continue to promote its transportation demand management program and encourage employees to live close to the workplace. The City may discuss issues with employees' union representatives as necessary in order to meet the program's objectives.

REGIONAL COORDINATION

6.3 The City shall support and promote regional programs that reduce the use of the single occupancy vehicle.

6.3.1 Create incentives to increase use of peripheral lots.

6.3.2 Consider establishing van/carpool parking on street and in public parking lots.

6.3.3 Develop and implement land use policies and Circulation Element Implementation Strategies such as those listed under the Regional Coordination section of Chapter 14 that promote the:

- expansion of regional park and ride facilities,
- development of regional rail service between Carpinteria and Goleta/Isla Vista, and
- the provision of shuttle and or express service between Ventura and Goleta/Isla Vista.

EDUCATION/OUTREACH/COMMUNITY INVOLVEMENT

6.4 The City shall work to raise awareness about the effects of automobile use and the value of alternatives to driving alone.

6.4.1 Continue to work with agencies, such as the School District and Traffic Solutions, and fund programs that are designed to expand the education, outreach, and marketing components of transportation demand management services.

6.4.2 Work with groups such as the Air Pollution Control District (APCD) and Traffic Solutions to educate the public about auto-related air pollution emissions.

6.4.3 Work with groups such as the Community Environmental Council (CEC), to incorporate information about opportunities to decrease energy consumption, reduce air pollution, and improve resource conservation through decreased use of the automobile.

6.4.4 Encourage local and regional transportation demand management services, such as Traffic Solutions, the Air Pollution Control District (APCD), and the Community Environmental Council (CEC) to develop a local access television program aimed at raising awareness and discouraging drive alone trips.

6.4.5 Participate in the Clean Cities Program (see Glossary).

6.4.6 Continue to participate in and share information with the Environmental Protection Agency/Local Government Commission's Transportation Partners Program.

6.4.7 Encourage the use of bicycling and other forms of alternative transportation through the sponsorship of events such as a Bike-to-Work Day.

6.4.8 Work with groups such as the Convention and Visitors Bureau and the Chamber of Commerce to promote the use of public forms of transportation, alternative forms of travel and ridesharing to and within the City in all out of town advertising and promotion efforts.

The three chapters that follow (Parking Citywide, Downtown, and Coastal Zone) address parking and access issues in the City. The chapters together represent a larger, overarching goal: to increase access and to manage parking to increase parking availability. However, the chapters remain separate because they each address issues specific to the area of coverage. The Parking Citywide chapter addresses broad parking issues that are applicable throughout the City. This chapter is presented first to provide a broad community perspective on approaches to improve access and manage parking. The Downtown and Coastal Parking chapters are presented next and contain policies and implementation strategies that apply specifically to those areas.

Chapter 7
Parking Citywide

Goal 7 INCREASE ACCESS BY OPTIMIZING PARKING CITYWIDE

Develop and implement innovative parking management strategies and a master parking plan that is consistent with the scale of surrounding neighborhood land uses, supports the land uses of the General Plan, and furthers the goals of the Circulation Element's Vision Statement.

BACKGROUND

This chapter of the Circulation Element focuses on the supply, master planning, and management strategies for parking throughout the City of Santa Barbara. American cities continue to devote much of their land space to the movement and storage of the automobile. As a result, zoning and design standards favor the automobile. Cities like Santa Barbara have struggled with finding ways to successfully maintain a pedestrian oriented environment while accommodating the space needs of the automobile.

Peak period vehicular parking shortages occur Citywide because of the combined demands of tourists, shoppers, residents, commuters, and other concurrent users. Santa Barbara's Downtown and Waterfront areas have the greatest parking demand. Parking is also impacted in the Milpas Street and Outer State Street corridors. Milpas Street is an example of an area with old buildings, no public parking structures, and little opportunity for private parking. Parking impacts also occur during special events at Oak Park, the County Bowl, and on Farmer's Market days.

CONSTRAINTS

Many older buildings, constructed with little or no parking, cannot expand or intensify their use because it is often difficult or impossible to comply with new parking regulations. In many areas of the City, there is little or no land available for consolidation of parking facilities.

OPPORTUNITIES

In many areas of the City, there are numerous opportunities to promote shared parking for uses that operate at different time periods, such as a dinner restaurant and offices. Other examples include the use of school, church, and peripheral parking lots for special events, in combinations such as:

- County Bowl/Santa Barbara High School,
- Mormon Church/Fielding Institute, and
- Cota Lot/Farmer's Market.

The "park once" concept, which allows access to a variety of uses without having to drive from one activity to the next, can be expanded.

POLICIES AND IMPLEMENTATION STRATEGIES

PARKING MASTER PLAN

7.1 Develop and implement a Parking Master Plan to coordinate and manage parking in the City.

7.1.1 Create a Parking Master Plan that outlines strategies and implementation measures for addressing the City's parking supply, residential parking permit program, and parking requirements and design standards.

PARKING SUPPLY

7.2 The City shall improve ways to utilize existing parking and create new parking opportunities through partnerships and cooperation.

7.2.1 Research the availability and develop the mechanism that allows the general public to use private and governmental agency parking lots.

7.2.2 Work with other agencies to develop peripheral parking lots linked by a shuttle system to employment centers.

7.2.3 Explore new opportunities to expand designated on-street carpool spaces in parking impacted business areas.

7.2.4 Explore the feasibility of developing jointly coordinated business/package delivery services.

7.2.5 Explore the feasibility of developing parking facilities for multipurpose use by both public and private entities. For instance, a parking area can be used jointly by Santa Barbara Junior High School, the County Bowl, and Milpas area merchants and customers.

7.2.6 Create incentives to:

- improve underutilized parking areas (for example, the rear of Milpas Street properties), and
- create secondary access in the rear of buildings to provide opportunities for paseos, increased landscaping, and additional parking for motor vehicles and bicycles.

7.2.7 Develop methods to optimize the use of on street parking. These methods may include the following:

- the reduction of red painted curbs and other street parking prohibitions where safe and feasible,
- considering using on-street parking, where available, to satisfy private parking demands,
- allowing design flexibility and building siting that enhances the use of alternative means of travel, and
- increasing the availability and use of alternative means of travel to reduce the demand for parking spaces.

7.2.8 Encourage uses with different peak parking hours to share facilities and, therefore, reduce the total number of required parking spaces.

RESIDENTIAL PERMIT PARKING PROGRAM

7.3 The City shall continue to operate a Residential Parking Permit Program.

7.3.1 As requested, expand the Residential Parking Permit Program to help ensure on-street parking for residents in impacted areas such as Downtown or the Waterfront.

PARKING REQUIREMENTS AND STANDARDS

7.4 The City shall update its Parking Requirements and Design Standards to optimize its parking resources and to encourage increased use of alternative transportation.

7.4.1 Incorporate innovative design standards, such as tandem parking, stacked parking, and valet parking.

7.4.2 Consider allowing on-site parking requirements to be reduced if amenities are provided that support the use of alternative transportation.

7.4.3 Survey land uses, public parking supplies, and available alternative modes of transportation prior to considering changes in parking requirements.

7.4.4 Consider amending the parking standards of the Santa Barbara Municipal Code to allow reduced parking standards for uses such as delivery services, courier services, and phone and mail order services that help reduce automobile trips.

7.4.5 Consider using the pricing of public parking lots as a way to discourage drive alone trips. As an example, the fee structure could be set so that rideshare vehicles pay a reduced fee or receive reserved spaces. This program should be considered with input from shoppers, businesses, and citizens.

7.4.6 Consider the efficacy of and appropriate location of visitor recreational vehicle parking.

Chapter 8
Downtown

Goal 8 *INCREASE PARKING AVAILABILITY AND ACCESS FOR DOWNTOWN CUSTOMERS*

Increase parking availability and access for Downtown customers and reduce the need for downtown employee parking by making alternative modes of transportation convenient for Downtown employees and the public through methods such as:

- ***improving pedestrian and transit access,***
- ***increasing bicycle parking,***
- ***providing incentives for employees to use alternative transportation and park in peripheral lots,***
- ***discouraging the employee shuffle, and***
- ***managing parking resources and/or adding new parking spaces, where necessary.***

BACKGROUND

This chapter focuses upon methods to increase the availability of parking and access to the Downtown area. The Downtown area is bounded by Sola Street on the north, Garden Street on the east, U.S. 101 on the south, and De La Vina Street on the west. The Downtown is Santa Barbara's primary governmental, commercial and business center. Its parking needs are unique because of its urban density and compact pattern of development.

In 1964, the Citywide commercial parking requirement was one space per five hundred square feet of building area. The first reference to discussion of downtown parking and traffic issues was in the 1964 General Plan, which introduced a more pedestrian-oriented vision for downtown State Street. It called for the removal of on-street parking and the creation of public off-street parking lots and a people mover system. Much of impetus for these changes came from Downtown area merchants who were concerned that business would be lost to La Cumbre Plaza (with promises of ample free parking) which was then under construction near the western City limits.

The first public parking lots were constructed to replace the on-street parking removed from the Downtown core and to increase the parking supply. To pay for construction and maintenance, two Parking Assessment Districts were formed in the Downtown area. The lots were paid for by property owners through an assessment based on Zones of Benefit (see Glossary). Sidewalks were also widened, landscaping added, and vehicle lanes reduced in order to create a more pedestrian friendly environment.

The Santa Barbara Goals Report, issued in early 1970, and the 1974 Impacts of Growth Study continued to focus on reduction of auto uses in the Downtown. These studies recommended that employee access to on-street parking be discouraged by eliminating long term on-street parking except through a Residential Parking Permit Program. Ninety minute free parking was established in the public parking lots and on Downtown streets so that short term spaces would

be available to shoppers. The Shopper Hopper and People Mover systems were short-lived attempts to encourage the "park once" concept for the shopper while minimizing employee use of parking spaces.

In the early 1980s, parking requirements were revised to one parking space for every 250 square feet of development. In the Downtown area, however, one space per 500 square feet was retained because of space availability in the public parking lots. The City initiated a Residential Parking Permit (RPP) program to give parking priority to residents of a neighborhood impacted by commuter or shopper parking. Two peripheral commuter lots were built and two-level garages replaced two surface lots. Subsequently, two additional surface lots were built in the lower Downtown (Oldtown) area.

Existing Parking

The Downtown area public parking lots supply 2705 spaces in eight surface lots and four multi-level garages. The Comprehensive Parking Analysis of the Downtown area prepared by Rich and Associates, Inc. (1991), concluded that there was an existing parking deficit of 1,613 spaces north of Carrillo Street. The analysis also identified a possible future deficit in that area of as many as 2,293 spaces.

CONSTRAINTS

Most Downtown area public lots and on-street parking areas are at or near capacity during periods of peak demand. Few, if any, resources exist to construct more parking structures. Limited area is available for new surface lots. A 1994 attempt to create a new assessment district failed by a large margin, despite the cumulative benefit to the Downtown area of sharing and pooling its parking supply. A lot is considered impacted, from an environmental review perspective, when regular occupancy exceeds 85% (although the Zone of Benefit still applies) and mitigation is required for new projects. Because of the foregoing conditions, development possibilities are constrained. Downtown area parking supplies continue to be constrained by employees who use short-term spaces for long-term parking.

OPPORTUNITIES

If adequate, reliable, alternative transportation choices exist, employees will have less need for parking. Reduced demand for employee parking will leave more of the existing parking spaces available for use by downtown customers.

If the overall need for employee parking is reduced (e.g. decreasing employee and public parking demand) it may be possible to reduce the parking requirements for new development. Reduced parking requirements could lessen development costs and make more land available

for other priority uses, such as housing, commercial development, open space, and landscaping. Reducing the need for parking can be accomplished through both short and long term strategies.

Short Term Opportunity

Because of the high cost of building new parking lots and structures, a reduction of employee parking demand will be required in order to meet a rising customer parking demand. If Downtown employers will support and promote employee transportation alternatives, such as shuttles, transit, and bicycles, customers will continue to be able to find convenient and inexpensive parking in the Downtown. In addition, the expansion of transit service between residential areas and places of employment could help reduce the demand for Downtown parking.

The opportunity exists to change employee commute choices by providing incentives and disincentives to change and reinforce behavior. An entrepreneurial and innovative approach must be taken to design incentives that will have a lasting effect on employee choices.

One disincentive, or deterrent, to employee shuffling is to reduce the free parking period from 90 to 60 minutes. This idea is controversial because businesses and property owners believe that shoppers will not come Downtown if the 90 minute free parking program is reduced. However, reducing the parking time could make more parking available to shoppers because employees are less likely to be able to leave work every 55 minutes to move their cars and would be required to make different arrangements.

The City can use underutilized parking lots, such as the employee parking lot at the intersection of Carrillo and Castillo, through marketing and other incentives to help alleviate parking congestion in the Downtown core.

In addition, the opportunity may exist to construct a new parking structure on the site of surface Lot #3 (at the corner of Chapala and Carrillo), which would help to alleviate the current parking deficit north of Carrillo Street.

Long Term Opportunity

At the beginning of the 20th century, the mix of land uses in Downtown Santa Barbara included many homes and second floor living areas over store fronts. Many people who worked in the State Street area also lived Downtown. As the Downtown core has expanded over time, residential neighborhoods have been slowly pushed back. Office spaces have replaced second floor living areas. Today, people who work Downtown vastly out number those who live Downtown. Consequently, the number of people driving to work has also increased, requiring more parking during the day.

One long term opportunity to help alleviate Downtown parking demand is the enhancement and provision of accessible and convenient transportation facilities for transit, biking, and walking. Increased public education regarding alternative transportation opportunities can also help alleviate parking demand. In addition, an opportunity exists through the continued management of existing parking to optimize its supply. Finally, land use patterns can have a profound effect on Downtown parking demand. The provision of housing in the Downtown area can provide the opportunity for people to either live and work in the Downtown or commute from the Downtown area to outlying areas. At the very least, additional housing in the Downtown area would allow Downtown residents the opportunity to access commercial, social, and recreational opportunities in the immediate proximity without necessitating the use of the automobile. The provision of housing can also help the City alleviate the imbalance in the number of jobs to the number of housing units. This is known as a jobs-housing imbalance. For a detailed discussion on the jobs-housing balance and a list of policies to help address this issue, please refer to the Housing Element of the General Plan.

POLICIES AND IMPLEMENTATION STRATEGIES

DOWNTOWN PARKING AND ECONOMIC VITALITY

8.1 The City shall continue to manage the Downtown public parking supply to support the economic vitality of the Downtown business district while sustaining or enhancing its historical and livable qualities.

8.1.1 Operate and manage the Downtown public parking program in partnership with the Downtown community to reduce the need for employee parking and to increase available parking for customers and clients.

8.1.2 Establish consistent parking demand standards in the Downtown based on the Zone of Benefit principles and through methods such as:

- creating standards that allow capacity to be determined by the peak hour parking demands of various uses, and
- extending the duration utilized when determining capacity. For instance, average the amount of use of parking over an entire day rather than during the peak periods.

8.1.3 Consider reducing or eliminating the parking requirements for small businesses and small additions (as defined in the Santa Barbara Municipal Code), when adequate alternatives are operational.

8.1.4 Operate and manage the Downtown public parking program in partnership with the Downtown community to meet existing public parking needs.

MANAGING DOWNTOWN PUBLIC PARKING

8.2 The City shall manage the Downtown parking supply to reduce the need for employee parking while increasing the availability of customer parking and working with the County of Santa Barbara to address parking needs.

8.2.1 Develop a subsidized bus pass program for Downtown employees. Consider other incentives for employees who bike, walk, or car/van pool to work.

8.2.2 Increase the awareness of employers and employees about impacts of employee parking and commuting habits through marketing and education.

8.2.3 Explore free or inexpensive preferential car and van pool spaces in the Downtown parking lots. Monitor any adopted program to ensure proper use and minimal customer displacement.

8.2.4 Sell daily parking permits in the commuter parking lots.

8.2.5 Support increased ridership on the electric Downtown Shuttle as an effective parking management tool which also reduces congestion.

8.2.6 Explore methods to discourage employee shuffling and, if possible, to increase revenue to fund alternative transportation programs while not impacting customer convenience.

8.2.7 Assess the impact of employee shuffling on Downtown parking.

8.2.8 In conjunction with any plans for new parking Downtown, assess the effectiveness of alternative transportation programs in reducing employee parking needs.

8.2.9 Consider reducing parking requirements for the downtown core if implementation strategies are successful in reducing employee parking.

8.2.10 Implement the strategies contained in the Circulation Element, Land Use chapter, and the Land Use and Housing Elements pertaining to increasing housing in the downtown core and along major transit routes.

8.2.11 Parking structures shall be designed to be compatible with the surrounding area in terms of scale, materials, design, and color. The incorporation of commercial uses along the street level frontage should be encouraged.

8.2.12 The interior and exterior of parking structures shall be designed to facilitate the movement of pedestrians to and from their vehicles in a comfortable and safe manner. This may include reducing driveway entrances, improving pedestrian pathways, providing signalized mid-block pedestrian crossings, and allowing commercial or service uses on the bottom level (see Chapter 5, Walking).

8.2.13 Increase the use of underutilized public parking lots through marketing, improved signage, and other incentives.

8.2.14 Consider methods to encourage auto entry to and exit from public parking lots during off-peak commute periods. Methods may include the following:

- reducing or waiving the parking fee for vehicles entering or leaving public parking lots after the peak PM commute period, and
- eliminating the free parking period for vehicles exiting public parking lots during peak commute periods.

8.2.15 Explore coordinated management of the Downtown and Waterfront public parking lots in order to efficiently utilize the existing parking inventory. Improve connections between the two areas with frequent electric shuttle service throughout the day.

INCREASED PUBLIC PARKING SUPPLY

8.3 The City shall increase the public parking available Downtown to address existing needs.

8.3.1 Identify possible areas for expanding Downtown parking that will decrease the existing parking deficit north of Carrillo Street.

8.3.2 Maintain the current supply and explore new opportunities for on-street parking Downtown.

8.3.3 Identify possible areas for expanding parking that enhance the park once concept.

8.3.4 Expand the use and supply of commuter and peripheral parking.

8.3.5 Increase the use of underutilized public parking lots through marketing, improved signage, and other incentives.

SIGNAGE AND AESTHETICS

8.4 The City shall promote excellent signage and aesthetics in the Downtown area.

8.4.1 Utilize the El Pueblo Viejo Design Guidelines to improve signage, aesthetics, and knowledge of transportation linkages to help resolve conflicts among various modes of transportation.

8.4.2 Develop a program for the Downtown area to improve parking lot aesthetics and provide signage regarding location and transportation linkages between parking lots and points of interest.

8.4.3 Work with CalTrans to improve freeway signage to and from the Downtown area.

DOWNTOWN HOUSING

8.5 The City shall promote/facilitate the development of housing to decrease the need for parking through an increased walking/biking population that lives, works, and shops in the Downtown (See Chapter 13).

8.5.1 Educate property and business owners, developers, and the community about the benefits of increased housing Downtown.

8.5.2 Allow residential parking in public parking lots for mixed use development after ensuring that there is adequate capacity to serve existing uses.

8.5.3 Develop public/private partnership criteria for the use of air space over Downtown public parking lots as an incentive for housing development.

Chapter 9
Coastal Zone

Goal 9 DEVELOP SPECIAL POLICIES RELATED TO TRANSPORTATION AND PARKING IN THE COASTAL ZONE

Create a more consolidated parking system in the waterfront area and explore new and/or expanded opportunities for use of alternative transportation. In order to open up new areas for recreational use and to allow for better views from Cabrillo Boulevard, no further development of parking should occur on the ocean side of Cabrillo Boulevard, except in the developed harbor areas if consistent with the Harbor Master Plan.

BACKGROUND

This chapter addresses transportation and parking issues in the Coastal Zone of the City of Santa Barbara.

Approximately 4.17 square miles of the City (including 1.5 square miles at the Airport) are located within the Coastal Zone and are subject to regulations contained in the California Coastal Act. The Coastal Zone stretches from the easterly to westerly boundaries of the City and roughly includes the Coast Village Road area, the Waterfront area, the area west of Cliff Drive, and the Airport area (see Glossary for precise boundaries). The Coastal Act contains policies to guide new development in the Coastal Zone in a manner that is protective of coastal resources. Of these policies, two in particular are relevant to transportation and circulation in the City's Coastal Zone:

Coastal Act Section 30252: *"The location and amount of new development should maintain and enhance public access to the coast by (1) facilitating the provision or extension of transit service, (2) providing commercial facilities within or adjoining residential development or in other areas that will minimize the use of coastal access roads, (3) providing non-automobile circulation within the development, (4) providing adequate parking facilities or providing substitute means of serving the development with public transportation, (5) assuring the potential for public transit for high intensity uses such as high rise office buildings and by (6) assuring that the recreational needs of new residents will not overload nearby coastal recreation areas by correlating the amount of development with local park acquisition and development plans with the provision of on site recreational facilities to serve the new development."*

Coastal Act Section 30253: *"New development shall. . .minimize energy consumption and vehicle miles traveled."*

Consistent with the Coastal Act, the City has a Local Coastal Program (LCP) which was originally adopted by the City Council and certified by the California Coastal Commission in 1981. The LCP contains policies and actions which are consistent with the Coastal Act and specific to conditions in the City's Coastal Zone. Chapter III of the City's LCP contains a number of policies and actions pertaining to transportation and parking. The relationship of these policies to the Circulation Element is discussed in more detail below.

In 1982, the City Council adopted a Local Coastal Plan for the Airport and Goleta Slough. This area consists of the Municipal Airport and supporting aviation facilities, the Goleta Slough, and the area north of Hollister Avenue devoted to non-aviation commercial and industrial uses. The City is currently developing an Airport Industrial Area Specific Plan for the industrial area straddling Hollister Avenue, as well as an Aviation Facilities Plan for the Airport operations area. These documents will address circulation improvements in these two areas (see Chapter 15, Other Transportation Facilities, for more detail).

In 1996, the California Coastal Commission certified the City's Harbor Master Plan that provides specific policy guidance regarding development within the Harbor. The Harbor Master Plan recommends specific parking and access improvements within the Harbor to meet the needs of existing and future development.

In general, the Waterfront remains underdeveloped when compared to other areas of the City. However, several significant City projects are scheduled to be completed by the year 2000, including the extension of Salsipuedes and Garden Streets to Cabrillo Boulevard, the renovation of the Railroad Depot, and the expansion of Chase Palm Park and implementation of the improvements called for in the Harbor Master Plan. New development will dramatically change the City's Waterfront and its transportation, circulation and parking patterns.

CONSTRAINTS

The Waterfront and Coast Village areas of the City contain high concentrations of businesses that cater to both tourists and local residents. However, there is limited public parking in the Waterfront and on Coast Village Road. During busy times (e.g. summer weekends), parking problems often exist in the West Beach area, along Lower State Street and along Coast Village Road. One of the problems associated with increasing the effective use of existing parking in these areas is that most businesses are required to provide their own parking and few private lots are shared by more than one business.

Further, there is limited transit and other access to the Waterfront and Coast Village Road from the Eastside, Westside, and Downtown areas of the City. Highway 101 physically separates the Waterfront from the rest of the City, leaving only a few access points. As a result, these access routes are becoming increasingly congested. It is important to ensure that coastal access is maintained in the most efficient manner possible.

Studies related to the Harbor Master Plan (1996) indicate that an adequate number of parking spaces exist to serve the uses in the Harbor, but the location and distribution of these spaces does not always meet the needs of the potential users. Further, Harbor users are often unaware of parking that is available nearby. Implementation of the Harbor Master Plan includes installation of signs directing people to the various Harbor activity areas, including available parking areas.

LCP policy 11.5 requires that, with the exception of Stearn's Wharf, all new developments in the Coastal Zone must meet their parking demand either on-site or in other privately owned parking lots. This can be a constraint to the redevelopment of existing buildings because of limited available space for on site parking. Further, because few public parking lots exist, the Zoning Ordinance parking requirements in the Coastal Zone are greater than in the Downtown area.

Any changes to the transportation or parking system in the Coastal Zone must take into consideration the policy framework embodied by the California Coastal Act and the City's LCP. The Coastal Act policies emphasize provision of public access to coastal areas, including provision of adequate parking facilities. Any proposal(s) to change transportation or parking provisions and requirements in the Coastal Zone must demonstrate that coastal access will not be adversely affected.

OPPORTUNITIES

The Coastal Act policies listed above encourage increased public access through alternative modes of transportation and reductions in energy consumption and vehicle miles traveled. As a result, these policies are generally consistent with the Circulation Element Goals and Policies. Further, the City's Local Coastal Plan (LCP) encourages development of new multi-use parking facilities by both the City and private developers, the use of time limits and fees to generate revenue and divert drivers to peripheral lots, and the use of alternative modes of transportation.

The Waterfront is in a portion of the Redevelopment Plan Area which is less built out than other areas of the City. As a result, opportunities exist to create consolidated parking facilities. New opportunities also exist for the use of alternative transportation and connections to existing parking facilities.

The "park once" concept, which encourages people to access a variety of services and stores without having to move their cars, has been successfully implemented in the Downtown area. This concept should be incorporated into the Coastal Zone. This could be accomplished by moving away from requiring that parking demand be met on site and moving towards consolidated parking lots that are shared by a variety of users.

In 1996, Cabrillo Boulevard was deleted from the State Highway system and jurisdiction was transferred to the City of Santa Barbara. As a result, the City has the opportunity to study Cabrillo Boulevard and make changes as necessary to enhance its operation and appearance in a manner that is consistent with the City's vision for the Waterfront area and the Circulation Element Vision Statement.

POLICIES AND IMPLEMENTATION STRATEGIES

USE OF ALTERNATIVE TRANSPORTATION

9.1 The City shall encourage use of alternative modes of transportation, especially non-motorized options, in and around the Coastal Zone.

9.1.1 Improve pedestrian, bicycle, and transit access throughout the Coastal Zone. Improve access from the Wharf and Harbor areas to the La Playa (City College) lots, Waterfront, and State Street areas through such methods as:

- providing additional bicycle and pedestrian paths,
- working with transit providers to increase transit service,
- improving the existing beachway to increase safety for pedestrians, cyclists, skaters, and other forms of non-motorized travel,
- providing additional bicycle racks and/or lockers in public areas, including public parking lots,
- improving lighting along pedestrian routes to encourage pedestrian activity especially between Lower State Street, Stearn's Wharf, the Harbor and the overnight tourist accommodations, and
- providing additional seating and resting spots in public areas for pedestrians.

9.1.2 Increase pedestrian, bicycle, and transit access from the Westside, Eastside, and Downtown through such methods as:

- creating bicycle lanes between Rancheria Street and the Harbor area,
- widening and improving Castillo Street sidewalks from Downtown to the Waterfront,
- developing a walkway and improving existing bicycle lanes to connect Shoreline Park to Leadbetter Beach along Shoreline Drive,
- completing the Calle Caesar Chavez (Salsipuedes) and Garden Street extension projects,
- working with transit providers to increase transit service,
- creating access to the Waterfront from both a Cacique Street under-crossing

at Highway 101 and a Voluntario Street pedestrian overcrossing at Highway 101,

- providing additional bicycle racks and/or lockers in public areas along State Street and throughout the Downtown area, and
- increasing the frequency of shuttle service along the State Street route.

9.1.3 Develop a paseo plan for the interior portions of the HRC-2 zone, especially along Helena and Anacapa Streets between Cabrillo Boulevard, and Yanonali and State Streets to improve pedestrian circulation in the Waterfront area and attract visitors to the interior areas. See Chapter 5 for a description of paseos. Utilize dedication and develop paseos with landscaping and pedestrian amenities.

9.1.4 Work with the Conference and Visitors Bureau and Chamber of Commerce to market the transportation system and promote travel to Santa Barbara through methods such as:

- marketing improvements to the transportation system to make the City more attractive to tourists and companies seeking to locate in Santa Barbara,
- promoting and marketing the use of alternative transportation by visitors, especially between the Railroad Depot, Airport, and Waterfront hotels/motels, and
- encouraging visitors to use alternative forms of travel such as the train.

9.1.5 Connect the Cabrillo Boulevard Bikeway to the Douglas Family Preserve, Arroyo Burro County Beach, and Las Positas Park with a link to the UCSB/Santa Barbara bikeway running parallel to Modoc Road.

9.1.6 Study the adequacy of the Harbor as a destination and departure point for interregional water transit methods such as hydrofoil, hovercraft, and high-speed catamaran, as well as ocean-dependent and ocean related activities that attract large numbers of people to the Channel Islands National Park.

9.1.7 Encourage the use of the Harbor as a gateway to the Channel Islands National Park.

9.1.8 Encourage continued and improved water taxi service in the Wharf and Harbor areas.

MANAGE PARKING IN COASTAL ZONE

9.2 The City shall maintain, improve, consolidate, and promote the efficient use of parking supplies in the Coastal Zone.

9.2.1 Study and where feasible, implement methods to extend the "park once" concept in the Waterfront through such methods as:

- working with property owners to form a parking/transit assessment district in the Lower State Street area to consolidate existing parking resources while protecting low intensity/low density shoreline-oriented uses (see General Plan Land Use Element, page 29, Section III),
- considering Zoning Ordinance amendments that would encourage development of private parking lots to supplement the existing parking supply in the Coastal Zone, and
- considering Zoning Ordinance amendments that would reduce parking requirements for non-residential uses that share parking facilities.

9.2.2 Consider revising Local Coastal Plan Policy 11.5 to modify requirements that parking demand be met on site in the Coastal Zone. Amend the policy to allow property owners to propose alternative approaches to meeting parking demand in a manner consistent with other areas of the City, providing such modification does not reduce the number of public parking spaces available to the general public for the purposes of accessing the shoreline and beach in the waterfront area.

9.2.3 Prepare a long range Waterfront parking master plan, utilizing the Harbor Master Plan and traffic/transit studies as appropriate.

9.2.4 Preserve existing on street parking where safe, appropriate, and feasible.

9.2.5 Continue to work with the Santa Barbara City College to reduce the amount of drive-alone trips and the demand for parking through programs such as:

- transit passes for students,
- educational information about the benefits of alternative modes of travel,
- bicycle facilities such as bike lanes and bike storage systems, and
- pedestrian facilities such as paths, transit stops, landscaping, and benches.

LINK TO ALTERNATIVE TRANSPORTATION

9.3 The City shall coordinate parking lot access and alternative modes of transportation.

9.3.1 Develop a Coastal Zone linkage plan for bicycles and pedestrians among parking lots and points of interest through dedication, acquisition, easements, the purchase of property, and other applicable methods.

9.3.2 Use the Redevelopment Agency (RDA) to consolidate parking facilities and create new opportunities for use of alternative transportation to connect existing parking facilities for Coastal Zone areas in and within the RDA.

9.3.3 Assist transit providers in providing low cost shuttle service between public parking lots and other destinations.

9.3.4 Work with transit providers to provide attractive, shaded shelters at shuttle stops.

9.3.5 Improve alternative transportation connections from the Coastal Zone to existing parking facilities outside the Coastal Zone.

SIGNAGE AND AESTHETICS

9.4 The City shall promote excellent signage and aesthetics.

9.4.1 Implement Harbor Master Plan policies and programs that will:

- improve signage and aesthetics within the plan area,
- provide information about the various forms of transportation available,
- improve linkages between forms of transportation, and
- resolve conflicts between various modes of transportation that occur within the plan area.

9.4.2 Develop a program for the entire Coastal Zone to improve parking lot aesthetics and provide signage regarding location and transportation linkages between parking lots and points of interest.

9.4.3 Work with Cal-Trans to improve freeway signage to and from the Downtown and Coastal Zone areas.

CABRILLO BOULEVARD

9.5 The City shall develop a Master Plan for the entire length of Cabrillo Boulevard and interchanges that identifies potential operational and aesthetic improvements.

9.5.1 Create a Master Plan for Cabrillo Boulevard that explores the implementation of the following:

- reducing traffic lanes on Cabrillo Boulevard to provide additional recreational areas, bike lanes, parking or landscaping,
- providing an all-way crosswalk at Cabrillo Boulevard and State Street to facilitate the movement of non-auto traffic. All-way crosswalks involve stopping vehicular traffic in all directions for a period of time to allow non-motorized travelers to cross intersections diagonally in addition to traditional street crossing,
- improving pedestrian access and crossing of Cabrillo Boulevard as new parking is developed on the inland side of Cabrillo Boulevard,
- maintaining on-street parking along Cabrillo Boulevard. No further development of off-street parking should occur on the ocean side of Cabrillo Boulevard, and
- relocating tour bus parking to an area designated and signed for that purpose and enforcing tour bus parking regulations.

Chapter 10
Mobility

Goal 10 *DEVELOP A MOBILITY SYSTEM THAT WILL CARRY ALL MODES OF TRANSPORTATION, FROM PEDESTRIANS TO AUTOMOBILES.*

Develop a classification and service system that designates streets, walkways and bikeways in a manner that meets the overall objectives of the Vision. To do this, the City will develop and implement a classification system that integrates all modes of transportation, creates intermodal connections, and results in a City in which automobile use is a choice, not a necessity.

BACKGROUND

This chapter discusses the way in which mobility corridors are used to provide access, move people, and move goods. This chapter also proposes a new classification system that is based on access and mobility rather than on street size and volume of automobile traffic. The purpose of this new classification and service system is to ensure a consideration of all forms of travel when designing or improving transportation infrastructure.

The City's 1988 Interim Circulation Element relied upon the standard street classification system adopted by the Institute of Transportation Engineers. This system utilized five categories of streets: freeway; primary arterial; minor arterial; collector street; and local street. These classifications were based on traffic volumes in vehicles per day, right-of-way width, and design features such as the number of travel lanes, presence of driveway access and on-street parking. Historically, the volume of vehicular traffic was the primary basis by which a City qualified for funding from the Federal or State governments.

As required by California State Government Code Section 65089, the Santa Barbara County Association of Government's Congestion Management Plan (CMP) contains a designated roadway system which identifies State Highways and principal arterials within the City of Santa Barbara. The City of Santa Barbara is required to maintain a certain level of service, or congestion level, on streets designated in the CMP in order to receive Federal and State funding (Government Code Section 65089.2). In addition, the CMP provides its own classification system used when determining eligibility for funding rather than the classification system contained within the City's Circulation Element. However, the Intermodal Surface Transportation Efficiency Act (ISTEA), passed in 1991, established new policies that fund a variety of modes of transportation, including cars, trucks, buses, trains, bicycles, and walking. ISTEA requires the comprehensive planning of appropriate modes of transportation for natural and built environments and air quality standards.

State highways and principal arterials within the City of Santa Barbara which are identified in the CMP are as follows:

State Highways:

Highway 101 (within City limits)
State Route 144 (portions of Milpas St., Mason St., Salinas St., and Sycamore Cyn. Rd.)
State Route 192 (portions of Sycamore Cyn. Rd., Stanwood Dr., Mission Ridge Rd., Mountain Dr., and Foothill Rd.)
State Route 225 (portions of Las Positas Rd., Cliff Dr., and Castillo St.)

Principal Arterials:

Street	Segment
State Street	De La Vina St. to Hollister Ave.
Las Positas Road	Highway 101 to State St.
Chapala Street	Gutierrez St. to Mission St.
De La Vina Street	Mission St. to State St.
Mission Street	Highway 101 to Anacapa St.
Anacapa Street	Mission St. to Highway 101
Carrillo St./Meigs Rd.	Cliff Drive to Anacapa St.
Haley Street	Highway 101 to Milpas St.
Gutierrez Street	Bath St. to Milpas St.
Milpas Street	Cabrillo Blvd. to Haley St.
Garden St.	Haley St. to Cabrillo Blvd. (upon extension)
Hollister Ave.	San Pedro Creek to Los Carneros Rd.
Fairview Ave.	Placencia St. to Olney St.

CONSTRAINTS

The limitation of most classification systems is that they focus exclusively on the movement of automobiles. The systems have not included nor measured transit or the movement of pedestrians or bicycles. Further, the design standards which have been used tended to focus on automobile capacity (number of travel lanes, lane width, presence of turn pockets, distance between intersections) and less on other modes (sidewalk and bicycle lane widths, distance between transit stops, design and location of bus stops, etc.). Classification systems also tended to place limitations on roadway design. Another constraint is the fact that all paths of travel cannot accommodate all forms of travel.

OPPORTUNITIES

The CMP provides a classification system for obtaining State and Federal funding. However, any classification and service system developed to implement the Circulation Element could be designed to serve additional objectives. For example, the classification and service system could be identified by function (e.g. residential, commercial, multiple/mixed purpose) rather than by design characteristics (e.g. number of vehicle lanes, access). This could result in a fully integrated system that includes automobiles, pedestrians, cyclists, and transit, and considers the specific land use and neighborhood characteristics while emphasizing multimodal access that supports the economic vitality of the local businesses.

A classification and service system is a mobility infrastructure planning tool that provides information about potential infrastructure needs, recognizing that residential neighborhoods have less intensive uses than commercial and industrial neighborhoods. Classification and service systems complement other long range planning strategies to facilitate movement of people and goods through the community now and in the future.

POLICIES AND IMPLEMENTATION STRATEGIES

CLASSIFICATION SYSTEM

10.1 **The City shall develop and use a mobility classification and service system that will designate mobility corridors throughout the City based on their purpose and function. The purpose of this classification and service system is to ensure consideration of all forms of travel in the design, development, improvement, and maintenance of all mobility corridors.**

Residential Corridors:

Residential corridors include public alleys, transit routes, streets, bicycle routes, sidewalks, and footpaths which are located in residential neighborhoods and which exclusively serve the local transportation needs of the surrounding residential neighborhood. While land uses along residential corridors are predominately residential, these corridors may also contain other residential serving land uses such as neighborhood markets, offices, child care facilities, churches, and public services facilities (fire stations, schools, etc.).

Residential corridors shall be designed and maintained in a manner that preserves and enhances neighborhood aesthetics. These corridors may be designed with lower automobile traffic speeds and provide comfortable paths of travel for children, pedestrians, bicyclists, and others. Consideration for the safety of children shall be particularly emphasized.

The following design features, as appropriate, may be incorporated into residential corridors (See Figures 3 and 4):

- **lighting**
- **sidewalks**
- **widened sidewalks**
- **street trees**
- **bicycle racks/lockers**
- **parkways**
- **stop lights**
- **curb bulbs**
- **chokers**
- **speed humps**
- **reduced speed limits**
- **utility poles and equipment**
- **neighborhood traffic circles**
- **other traffic calming measures**
- **safe sight distances for vehicles, bicyclists, and pedestrians**
- **landscaping**
- **seating**
- **raised intersection**
- **transit stops**
- **bicycle lanes**
- **newsracks**
- **one way streets**
- **directional signage**
- **signal pre-emption**
- **fire hydrants**
- **permit parking**

Commercial Corridors:

Commercial corridors include streets, public alleys, transit routes, bicycle routes, footpaths, sidewalks, and paseos that principally serve commercial and industrial areas of the City. These corridors shall be designed and maintained to support and serve commercial and industrial activities emphasizing multimodal access to preserve and sustain the economic vitality of local businesses. These corridors shall be designed and maintained in a manner that preserves and enhances aesthetic quality. The streets included in the Congestion Management Plan (listed on Page 10-2) would typically be covered in the Commercial and Multiple/Mixed Purpose categories. The following design features, as appropriate may be incorporated into commercial corridors:

- **adequate delivery loading/unloading areas**
- **safe sight distances for vehicles, bicycles, and pedestrians**
- **wide sidewalks**
- **landscaping which does not distract from nor conceal storefronts**
- **transit stops**
- **pedestrian scale amenities**
- **signal preemption**
- **paving materials**
- **traffic calming devices**

Multiple/Mixed Purpose Corridor:

Multiple/Mixed purpose corridors include, public alleys, transit routes, streets, bicycle routes, footpaths, sidewalks, and paseos that serve multiple areas and functions (residential, commercial, scenic, through traffic between neighborhoods, etc.). Each multiple/mixed purpose corridor in the City is different as determined by location, principal transportation modes, and purpose of users. Therefore, each corridor requires individual design. The streets included in the Congestion Management Plan (listed on Page 10-2) would typically be covered in the Commercial and Multiple/Mixed Purpose categories.

The design features for both Residential and the Commercial Corridors, as appropriate, may be used in the multiple/mixed purpose corridors. However, caution must be taken to ensure that the corridor will continue to serve the needs of its residents, businesses, and other users.

Gateway Corridors:

Gateway corridors, such as Route 154 at State Street, Cabrillo Boulevard at the Bird Refuge, Carrillo Street at Route 101, and Garden Street at Highway

101, serve as major entry points into the City and should be distinctive. Design criteria for these gateway corridors may include but are not limited to:

- **interesting landscaping or entry structures which become the signature of the City**
- **traffic control mechanisms**

10.1.1 Create a Mobility Classification and Service System Map that identifies paths of travel as Residential, Commercial, Multiple/Mixed Purpose, or Gateway. The draft map shall be reviewed at public workshops before being considered for approval by the Planning Commission and City Council.

10.1.2 Include in the development of the Mobility Classification and Service System Map, input from citizens groups, business groups, and neighborhood groups, the general public, local and regional transportation agencies, and transit providers.

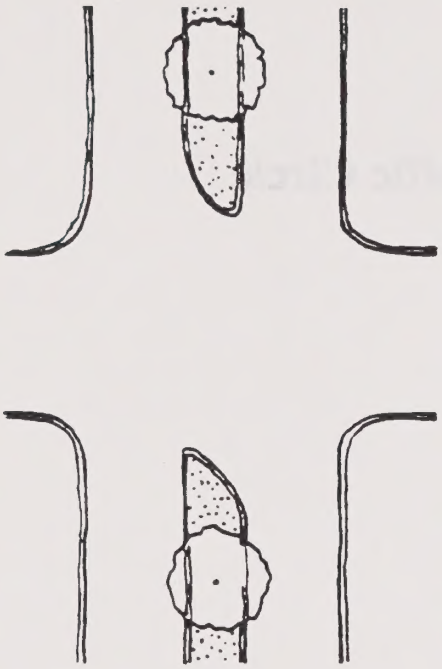
10.1.3 Corridor specific design features shall be drawn from the list of possibilities contained in each corridor described in Policy 10.1; other features may be added through the review process.

IMPLEMENTATION

10.2 The City shall implement its Mobility Classification and Service System.

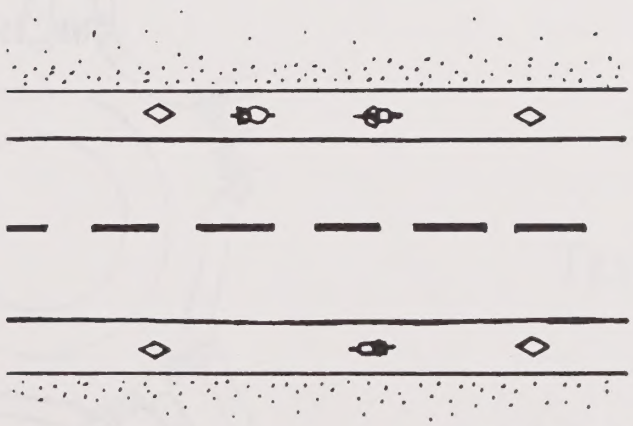
10.2.1 Review all transportation improvement projects for consistency with the City's Mobility Classification and Service System.

Traffic Calming Devices



Medians

Curb Bulbs

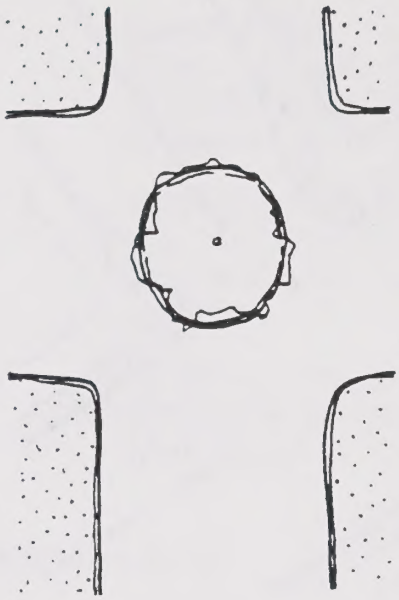


Class 2 Bikeway

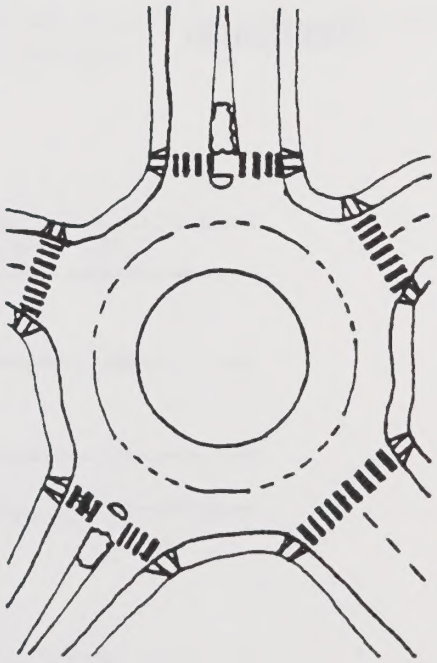
Source: *Making Streets that Work, Neighborhood Planning Tool*, City of Seattle, May 1996

Figure 3

Traffic Calming Devices



Traffic Circle



Roundabout

Source: *Making Streets that Work, Neighborhood Planning Tool*, City of Seattle, May 1996

Figure 4

Chapter 11
Traffic Standards

Goal 11 *REVIEW TRAFFIC IMPACT STANDARDS USED AT CITY INTERSECTIONS FOR CONSISTENCY WITH THE GOALS OF THE CIRCULATION ELEMENT AND GENERAL PLAN.*

Explore ways to continue the concentration of development Downtown and along transit corridors to facilitate the use of transit and alternative modes of transportation.

BACKGROUND

Land use patterns directly affect the transportation choices that people make. A compact, pedestrian oriented development pattern will provide a greater variety of transportation choices by facilitating modes of transportation other than the automobile. This happens because people can live and work in close proximity to transportation centers and facilities. Conversely, a low-density, sprawling development pattern that segregates residential and non-residential uses limits transportation options and increases dependence on the automobile for mobility. This land use pattern, commonly known as Urban Sprawl, can be seen in many post World War II communities such as Los Angeles and San Jose.

Currently, the amount and density of development that can occur in the City is governed by different sets of regulations. Passed by the voters in 1989, Measure E was incorporated into the City Charter as Charter Section 1508. This Charter Section not only places a ceiling on the total amount of non-residential square footage developed in the City until the year 2010, it also states that new non-residential construction can only occur where it will not cause a significant and unmitigated adverse impact on the City's water resources and *traffic* within the City, or the supply of affordable housing on the South Coast. However, because Measure E has not been incorporated into the City's Local Coastal Program it cannot be used for the purpose of making findings regarding the consistency of any project with the certified Local Coastal Program until such time as the provisions of Measure E are certified through the Coastal Commission through an amendment to the City's Local Coastal Program.

Traffic impacts are currently determined in two different ways. The first way that traffic impacts are determined is by adopted Level of Service (LOS) standards for signalized City intersections. Currently, signalized intersections are considered impacted if they exceed the City's LOS goal of C, which carries a Volume to Capacity Ratio of .80. However, for the purposes of environmental assessment in the City of Santa Barbara under the California Environmental Quality Act, a signalized intersection is considered impacted if a project causes the Volume to Capacity Ratio to exceed .77. By state law, in any case where a project results in a significant traffic impact, an environmental impact report must be prepared.

CONSTRAINTS

The current method for determining traffic impacts acts as a constraint to development in areas where intersections are at or near the maximum allowable capacity. Impacted intersections are typically located near freeway on/off-ramps, Downtown, or near commercial centers. Ironically, it is these compact and higher density areas that will most easily facilitate transit and alternate modes of transportation. In addition, the inability of small businesses to expand in locations at or near impacted intersections may result in the relocation of those businesses to lower density or outlying areas that may not be as suitable for alternative modes of transportation. This will, in turn, increase the reliance on the automobile in these areas and possibly contribute to a sprawling development pattern. In addition, the charter section requirement that new development occur only where it does not cause a significant and unmitigated adverse impact on traffic also acts as a constraint. Traditionally, the methods to mitigate traffic impacts involved improvements to streets, such as street widening, turn lanes, or striping. In a city such as Santa Barbara that is mostly developed, many of these mitigation methods may no longer be feasible or desirable.

OPPORTUNITIES

Santa Barbara currently has several areas with a compact development pattern that can support a transportation system comprised to a large degree of alternative modes of travel (i.e. Downtown and areas adjacent to commercial corridors). By allowing the pattern of compact development to continue in these areas, the use of alternative modes of transportation can be facilitated. In addition, the City can explore ways to allow Small Additions to existing businesses to occur in the Downtown area and along transit corridors near impacted intersections and expand the list of available methods to mitigate traffic impacts. This can include methods such as funding for transit operating costs or partial contributions to larger improvement projects supporting alternative transportation.

POLICIES AND IMPLEMENTATION STRATEGIES

TRAFFIC STANDARDS AND IMPACT THRESHOLDS

11.1 **The City shall facilitate the use of transit and alternative modes of transportation by emphasizing compact, pedestrian oriented development and connections among all forms of travel during the development and environmental review process. Within the Coastal Zone portion of the City, the provisions of Measure E shall not be used for the purpose of making findings regarding the consistency of any project with the certified Local Coastal Program until such time as the provisions of Measure E are certified by the Coastal Commission through an amendment to the City's Local Coastal Program.**

11.1.1 Continue to use existing traffic standards and impact thresholds as described in the City's Master Environmental Assessment (MEA), until new standards and thresholds consistent with the 1997 Circulation Element are developed and incorporated into the City's Environmental Goals and Guidelines.

11.1.2 In addition to the Implementation Strategies discussed in Chapter 13, Land Use, the City shall facilitate the use of transit and alternative modes by exploring methods such as, but not limited to:

- considering ways to allow Small Additions to existing businesses to occur in the Downtown area and along transit corridors near impacted intersections,
- considering expanding the list of available methods to mitigate traffic impacts. This can include methods such as funding for transit operating costs or partial contributions to larger improvement projects supporting alternative transportation,
- reviewing traffic impact standards used at City intersections to see whether they should be raised or lowered for consistency with the goals of the Circulation Element, other elements of the General Plan, and with the City Charter through public worksessions with the Planning Commission and City Council, and
- considering adoption of the County Congestion Management Plan Level of Service Standards for freeway interchanges. This standard would allow higher volumes of traffic and increased congestion at freeway interchanges.

MOBILITY SYSTEM

11.2 The City shall create an adequately funded mobility system consistent with the vision of this Circulation Element that will increase the access to and convenience of alternative forms of travel.

11.2.1 Increase funding for alternative transportation systems to solve community transportation issues and problems not resulting from new development.

11.2.2 Implement the Goals and Policies of Chapter 12, Public Involvement, to involve the community in methods to create a flexible system of mobility.

Chapter 12
Public Involvement

Goal 12 ESTABLISH A PROCESS TO INCLUDE NEIGHBORHOODS IN THE DISCUSSION OF THE EFFECTS OF TRAFFIC ON RESIDENTIAL STREETS

Develop a mechanism for monitoring changes to all neighborhoods and for addressing those changes if appropriate. The mechanism should take the form of a methodology or procedure for assessing and responding to neighborhood traffic impacts both during periodic reviews and upon neighborhood request. Any review and discussion of neighborhood through traffic should be addressed on an area-wide basis so that all segments of the community, including persons representing commercial and industrial areas, can participate in creating solutions to a given traffic problem.

ESTABLISH A PROCESS TO INCLUDE BUSINESS AND NON-RESIDENTIAL PROPERTY OWNERS IN THE DISCUSSION OF THE EFFECTS OF TRAFFIC ALONG BUSINESS CORRIDORS

Establish a process to include businesses and non-residential property owners in the discussion of the effects of traffic along business corridors. Opportunity to comment on the effects of traffic on business would provide assurance that future transportation policies support economic vitality. Any review and discussion of traffic in and around business areas should be addressed on an area-wide basis so that all segments of the community including persons representing surrounding residential areas, can participate in creating solutions to a given traffic problem.

BACKGROUND

The purpose of this chapter is to give residents, business owners, property owners, and commercial and residential tenants the opportunity to provide input and help find solutions to address traffic problems and mobility issues. This chapter suggests that a cooperative approach between people in an affected area is the best approach to finding a workable solution to these issues. In this way, people who share common paths of travel and have different needs, such as residents, business owners, industrial users, or service providers, can be considered as one planning area.

Over the years, some of Santa Barbara's residential neighborhoods have experienced a steady increase in traffic volumes which have affected the livability of many neighborhoods. Consequently, the use of the residential street as an interactive community space has declined. For example, as traffic volumes increase, the ability of children and adults to use the street for recreational activities diminishes. Many City residents have already expressed concern regarding high levels of noise pollution along freeway and major transportation corridors. In response, people may open front windows less and may not use front rooms to sleep. In addition, the speed of passing cars affects the livability of streets and affects access to and from the area, as well as in and out of driveways. Automobile traffic also creates a barrier to visiting neighbors on the other side of the street. Studies have shown that on high volume streets, fewer neighbors know each other and there is general perception of unfriendliness.

Traffic issues also continue to arise in commercial areas. The widening of streets and the increased speed of passing cars are detrimental to the free movement of people and goods in commercial areas. Ease of access to business corridors and free mobility between them are highly important to the economic vitality of an area. Congested streets and high speeds make access to commercial areas difficult, and the associated air and noise pollution makes them less attractive to patrons.

Due in part to these increasing traffic volumes, the number of requests to respond to traffic problems in residential, commercial, and mixed/multiple use areas has also increased. The negative effects of traffic on the quality of life and the economic vitality of an area are clear, and the City must provide leadership and be proactive in addressing related concerns and issues. However, a cooperative effort between all property owners and tenants in a given area is imperative to reach an equitable and workable solution for all.

CONSTRAINTS

The desire to use the automobile for transportation directly conflicts with a desire to reduce traffic volumes on City streets. The City of Santa Barbara is largely made up of a grid roadway system with few cul-de-sac streets. The benefit of this type of layout is the ability to effectively limit the number of arterial streets necessary to carry City traffic. However, as traffic volumes increase and arterials become congested, drivers in commercial areas become frustrated resulting in traffic spreading to neighborhood streets or drivers avoiding congested areas. Although closing such streets to through traffic would certainly enhance the livability of neighborhoods, the corresponding traffic congestion on arterial streets (e.g. streets in predominantly commercial areas) causes problems for business owners and patrons. In addition, there are many areas of the City where streets were not developed in the grid pattern (e.g. the Foothill, Las Positas, and Samarkand areas), which aggravates existing traffic flow problems because of a lack of alternative routes.

The City's inability to handle more automobile traffic is a growing concern. Increases in traffic are caused by commercial and residential growth both inside and outside of the City. Although much of the City's increased traffic has been attributed to commercial growth, neighborhood growth is also a factor. With each additional household, approximately 10 new trips are added to the street. Streets "down stream" from new residential developments are also affected. While the traffic generated by one new home is seldom noticed, the development of numerous residential units over time can dramatically change the character of a neighborhood.

This Chapter looks at ways that community members can work together to find solutions to traffic problems generated by increased automobile use. These solutions to address traffic issues in an area will be called a Neighborhood or Business Area Mobility Plan. As initiated by the public, the City will assist area groups in developing Neighborhood or Business Area Mobility Plans. These plans are described below.

OPPORTUNITIES

A major goal of this element is to create transportation options that effectively reduce dependency on the automobile. It is envisioned that the increased utilization of transit and alternate forms of transportation throughout the City will go a long way toward relieving increasing levels of automobile traffic and traffic congestion. However, vehicular traffic may continue to increase and the car's presence may continue to create livability problems. The City has an opportunity to design a community process to address the negative effects of the car without dramatically reducing mobility and accessibility. This community process shall be known as the Traffic Management Program.

The Traffic Management Program will be designed to guide neighborhoods, businesses, and mixed use areas in the development of specific plans addressing mobility and traffic issues. The Traffic Management Program will present a range of options to help address specific mobility and traffic issues, present the methodology for implementing the desired actions, explain the potential costs and benefits of the desired actions, and explain the public process required to implement desired actions. In essence, this program will present a method to address community mobility and traffic issues with an emphasis on community participation, education, and ownership.

Property owners and tenants will use the Traffic Management Program as a guide to create either a Neighborhood or Business Area Mobility Plan. These plans, developed with the assistance of City Staff, will detail the desired methods and implementation measures to address a particular mobility or traffic issue. Community members representing both residential and business interests in a given area will convene to address traffic problems and find mutually agreeable solutions. A short video describing the process of developing a Neighborhood or Business Area Mobility Plan will be provided. Developing a traffic plan can be a unifying process that will introduce residents and business owners to one another and create a spirit of community. A successful process will also give residents and business owners a sense of responsibility for implementation and monitoring.

For many years, traffic solutions have focused on accommodating the car, sometimes at the expense of other forms of travel or the surrounding area. When addressing traffic problems it should be recognized that streets have more functions than simply moving cars. Streets are an integral part of the surrounding area and should be treated as such. The residential street right-of-way should be treated as an extension of the home and outdoor living space for the neighborhood. Streets serving commercial areas should be treated as an extension of the adjacent businesses to help attract shoppers. Therefore, policies designed to reduce the automobile's negative effects should not be dictated solely by a traditional traffic engineering approach. Solutions need to include land use planning and encompass a wide range of innovative strategies with an emphasis on community participation, safety, and mobility.

POLICIES AND IMPLEMENTATION STRATEGIES

TRAFFIC MANAGEMENT PROGRAM

12.1 Improve livability and economic vitality by creating a program that describes a process for residents, tenants, property owners, business owners, and other interested parties in an area or corridor, to address mobility issues and mitigate impacts of vehicular traffic.

12.1.1 Create a Traffic Management Program which will:

- detail a process to develop and implement Neighborhood Area and Business Area Mobility Plans that address the traffic and mobility concerns of an impacted area, including the concerns of any residential, commercial, mixed use, industrial, recreational, and service uses in the area. The types of issues that this plan is intended to address include: transit issues; mobility issues; maintenance issues; pedestrian and bicycle connections; through traffic volumes; visual impacts; traffic speeds; noise; safety for children and pedestrians; and collisions,

- detail the process required for education on traffic issues, implementation, potential costs and benefits of various alternatives addressing mobility and traffic issues, conflict resolution strategies, the public hearing and design review process, and future enforcement and monitoring,

- describe various options available to address traffic issues such as:
  - encourage the use of alternate modes of transportation to reduce vehicle traffic,
  - speed humps,
  - chokers,
  - street closures,
  - partial street closures,
  - raised intersections,
  - roundabouts,
  - neighborhood traffic circles,
  - street trees,
  - curb bulbs,
  - loading/unloading areas,
  - distances for vehicles leaving commercial facilities to reduce conflicts with bicycles and pedestrians,
  - providing wide sidewalks for pedestrian travel and outdoor display/activity areas, where appropriate,
  - access ramps,

  - landscaping to enhance storefront displays and not distract from or conceal those displays, and
  - providing transit facilities,

- encourage community members to identify innovative solutions to address traffic problems,

- include the location of information sources related to traffic, including but not limited to the following:

  - status of current projects or improvements,
  - other applicable area plans, and
  - neighborhood traffic statistics such as traffic counts, speeds, local vs. cut-through traffic, truck traffic,

- describe a process by which concerned community members can effectively organize to address traffic related issues, and

- include video instruction detailing the process for developing Neighborhood Area and Business Area Mobility Plans.

12.1.2 The City shall fund a pilot Traffic Management Program to assess the efficiency/impact of such programs and to quantify the staff and resources needed to implement this program. The City shall dedicate the necessary staff and resources to implement the program.

12.1.3 Schedule a regular review and monitoring cycle of Neighborhood Area and Business Area Mobility Plans to address changing conditions. Prepare the Plans in advance of the Public Works' street maintenance cycle to ensure community input.

NEIGHBORHOOD AREA MOBILITY PLAN

12.2 **Improve livability and economic vitality by working with residents, tenants, property owners, business owners, and other interested parties of an impacted area or corridor to mitigate the impacts of vehicular traffic. The City shall consult with residents, property owners, and commercial tenants located in close proximity to any corridor or street before implementing improvements that could result in changes to the existing characteristics of that corridor or street, its traffic patterns or infrastructure. Improvements shall be consistent with Neighborhood Area Mobility Plans.**

12.2.1 Work with residents, tenants, adjacent business owners, property owners, and other interested parties to create Neighborhood Area Mobility Plans that:

- address community traffic concerns, including decreased access due to congestion, visual impacts, maintenance issues, traffic speeds, and high volumes that contribute to noise and collisions, and discourage pedestrian activity,
- prevent the diversion of traffic problems from one area to another, and
- facilitate the communication and interaction between the various areas to help coordinate efforts and strengthen the connections and interrelationships.

BUSINESS AREA MOBILITY PLAN

12.3 **Sustain or improve economic vitality and quality of life in business areas or corridors by working with property owners, business owners, residents, tenants, and other interested parties to mitigate the impacts of vehicular traffic in business areas. The City shall consult with commercial tenants, property owners, and residents located in close proximity to any corridor or street before implementing improvements that could result in changes to the existing characteristics of that corridor or street, its traffic patterns or infrastructure. Improvements shall be consistent with Business Area Mobility Plans.**

12.3.1 Work with residents, tenants, adjacent businesses owners, property owners, and other interested parties to create Business Area Mobility Plans that:

- address community traffic concerns, including decreased access due to congestion, visual impacts, maintenance issues, traffic speeds, and high volumes that contribute to noise and collisions, and discourage pedestrian activity,
- prevent the diversion of traffic problems from one area to another, and
- facilitate the communication and interaction between the various areas to help coordinate efforts and strengthen the connections and interrelationships.

Chapter 13
Land Use

Goal 13 APPLY LAND USE PLANNING TOOLS AND STRATEGIES THAT SUPPORT THE CITY'S MOBILITY GOALS.

Enhance the historic pattern of compact development. The City can facilitate this development pattern in a number of ways, including:

- ***Allowing more compact development along major transit corridors (without increasing the City-wide development potential as provided for in the existing Zoning Ordinance and General Plan);***
- ***Providing incentives for mixed use development;***
- ***Establishing provisions that allow for creative site development and urban design standards;***
- ***Studying neighborhoods to determine their service needs and creating mechanisms to address those needs;***
- ***Encouraging development of schools, preschools and day care centers in ways which reduce travel demand;***
- ***Encouraging and supporting neighborhood services and commercial uses in residential areas;***
- ***Establishing social/neighborhood centers (in conjunction with neighborhood schools if possible);***
- ***Reducing/eliminating parking requirements (residential and nonresidential) where it can be demonstrated as appropriate; and***
- ***Evaluating proposed annexations to ensure that services/commercial needs and transportation linkages are adequately addressed.***

BACKGROUND

This Chapter addresses ways in which the physical development patterns can affect transportation modes. Land use patterns directly affect the transportation choices people make. The dominant land use pattern which has emerged in many U.S. cities since World War II tends to separate residential uses from commercial and industrial uses. This development pattern favors the automobile because of the greater distances between homes, schools, businesses, services and other activities. As a result, most people frequently rely on the automobile for daily activities. Reliance on the automobile negatively impacts the environment and quality of life. The amount of congestion, air pollution, and paving increases in direct proportion to the use of the automobile. As an example, the Land Use Element of the General Plan states that approximately 20% of the land in Santa Barbara is devoted to the automobile. Exclusively automobile oriented land use patterns create difficulties for those who cannot drive, or do not drive. A land use pattern which tends to favor one mode of transportation will limit the transportation choices available to all.

The City's relatively small size and historic pattern of compact development has resulted in less automobile orientation than in other communities. For example, high density residential uses are located in close proximity to Downtown and neighborhood services. Many neighborhood markets are located in residential neighborhoods even though some do not conform to zoning regulations. Because of consolidated parking areas and clustered businesses, the Downtown area has remained compact. The Zoning Ordinance encourages mixed use developments in commercial areas. The downtown grid system with relatively narrow streets reduces vehicle speeds, making people feel more comfortable.

CONSTRAINTS

Some places in the City are difficult to access by modes other than the automobile by virtue of their design. Limited opportunities exist for large-scale changes in areas where access is difficult because the City is approaching buildout. Compact development which encourages pedestrian use may result in conflicts between land uses. For example, a grocery store may result in increased noise, odors, lighting, and traffic for nearby residential uses. Alternatively, some land uses by their vary nature require large expanses of open areas to accommodate the automobile, impeding compact development.

OPPORTUNITIES

The General Plan Land Use Element contains policies that govern the physical development of the City. The Land Use Element encourages growth in established commercial centers, thus efficiently and effectively using existing resources. This type of growth could also facilitate the use of alternative transportation and could reduce the need for the automobile.

The City has a responsibility to create, continue, or enhance compact development patterns that allow alternative transportation modes in the Downtown and other commercial areas. New strategies could include incentives encouraging the transfer of development rights from outlying areas, such as hillside and environmentally sensitive areas, to existing centralized residential and commercial centers nearer to transit corridors (See Transfer of Existing Development Rights in Glossary). While new development occurs, opportunities for improvements should be identified. Where infill development occurs, opportunities for pedestrian, transit, and bicycle linkages should be identified.

In order facilitate a compact development pattern, Santa Barbara must actively encourage housing development within the Downtown core. One possible incentive for the development of residential units is to offer the use of space above parking lots (air rights) for housing. On a broader level, other City policies (e.g. Zoning Overlays, Ordinances) should be changed to encourage Downtown housing. The City may need to sponsor a project to demonstrate the success of Downtown housing to business and financial institutions.

New housing should be designed for a broad range of household income levels. Housing that would most benefit the parking system would be located between De La Vina and Garden Streets from Cabrillo Boulevard to Sola Street. By increasing the resident population of the Downtown and moving toward a jobs/housing balance, parking demand will be reduced.

An added benefit of this strategy will be an increase in customer base and an increase in the range of businesses operating Downtown. For example, new businesses and services that cater to household needs will develop, such as groceries, laundries, and house cleaning services. The Downtown business day will also expand to include the morning and late evening hours. People living Downtown will not require additional public parking, as residential on site or remote parking will be required. These benefits will help meet the Downtown Parking Program's goal to increase the economic vitality of the business district.

POLICIES AND IMPLEMENTATION STRATEGIES

GENERAL PLAN CONSISTENCY

13.1 The City shall integrate the goals of this Circulation Element with land use decisions.

13.1.1 Encourage the development of projects that combine and locate residential uses near areas of employment and services.

13.1.2 Continue to require the review of proposed projects for consistency with the Goals and Policies of the General Plan.

COMPACT DEVELOPMENT

13.2 Without increasing the City wide development potential as provided for in the existing Zoning Ordinance and General Plan, the City shall allow more compact, pedestrian oriented development along major transit corridors (see Traffic Standards Chapter, Implementation Strategy 11.1.1).

13.2.1 Coordinate with transit providers and the public to identify those streets and routes that could be designated as major transit corridors.

13.2.2 Consider amending the Zoning Ordinance to:

- allow increased residential densities and more compact, pedestrian oriented, non-residential development along streets identified as major transit corridors, and
- reduce parking requirements for properties near major transit corridors if it can be demonstrated that a negative impact will not occur. In conjunction with this reduction, the City shall evaluate and aggressively monitor the results to ensure continued use of alternative means of travel and to justify reduced parking demands.

13.2.3 Identify commercial areas along transit corridors where opportunities exist for creating pedestrian access, such as paseos and paths.

INCENTIVES FOR MIXED USE

13.3 Provide incentives for mixed use development (see Glossary).

13.3.1 Evaluate the effectiveness of the post 1992 Zoning Ordinance Amendments that were intended to encourage mixed use development.

13.3.2 Continue to identify and pursue new strategies to encourage the development of mixed use projects.

13.3.3 Continue to assist in the development of mixed use projects through such methods as, but not limited to:

- land use policies,
- modified development standards, and
- public - private partnerships and/or financial support, where a City Council finding of General Plan consistency has been made.

DESIGN STANDARDS

13.4 Establish provisions to allow for creative site development and urban design standards that support the City's mobility goals.

13.4.1 Revise the Public Works street design standards, as appropriate, to:

- minimize the use of cul-de-sacs in new developments,
- include properly maintained landscaping and street trees in public rights of way,
- ensure access between cul-de-sacs and streets, and
- allow narrower streets and intersections, wider sidewalks, and parkways where safe.

13.4.2 Ensure that all City design guidelines orient buildings toward pedestrian activities through such methods as:

- Commercial Areas:
  - creating attractive, interesting, and pleasing building facades that are oriented toward paseos, streets and sidewalks,
  - reducing or eliminating setbacks for non-residential or mixed use

buildings,

- placing parking lots behind buildings or underground, if feasible,
- encouraging shared parking facilities,
- incorporating paths and paseos between adjacent properties as new development, redevelopment and infill development occurs,
- screening equipment and materials storage from public view,
- incorporating lighting, seating, landscaping, newsracks, shade structures, etc., and
- creating landscaped open spaces.

- Residential Areas:
  - encouraging front porches,
  - encouraging garages to be placed behind residences to the rear of lots,
  - encouraging minimal use of new cul-de-sacs. Cul-de-sacs may be allowed where justified based on geologic or other significant features. Where allowed, provide access between cul-de-sacs and streets,
  - incorporating pedestrian and bicycle paths and connections between adjacent properties,
  - minimizing fences, walls, and private entry gates to separate large scale residential developments from the street (or use of private entry gates),
  - minimizing fences, walls, hedges and private entry gates along frontages of single family residential lots, and
  - allowing flexibility in design standards for residential development adjacent to transit corridors to ensure adequate buffering of noise and traffic.

13.4.3 Continue to prohibit new drive-through facilities.

13.4.4 Review the Transfer of Existing Development Rights (TEDR) Ordinance for consistency with the Circulation Element.

13.4.5 Explore the feasibility of the transfer of residential development rights from hillside and environmentally sensitive areas to transit corridors and commercial areas while preserving the residential development rights.

NEIGHBORHOOD SERVING USES

13.5 Determine the need for residential neighborhood services and commercial uses that support the City's mobility goals. Provide opportunities to address those needs, while preserving and protecting the neighborhood character.

13.5.1 Allow small scale neighborhood serving commercial uses in residential areas if supported by affected property owners. Ensure that the character of the surrounding neighborhood is protected.

13.5.2 Consider amending the Zoning Ordinance to:

- reduce or eliminate automobile parking requirements for small scale neighborhood serving commercial uses,
- encourage the establishment of new social/neighborhood centers, and
- grandfather existing non-conforming uses.

LOCATION OF EDUCATIONAL FACILITIES

13.6 Identify specific suitable areas and encourage the development of schools, pre-schools, or day care centers that are compatible with surrounding land uses and that minimize travel demand.

13.6.1 Work with school districts, private schools, major employers, and appropriate agencies to:

- locate child care facilities near existing schools and major employment centers,
- encourage parents and students to share trips, and
- create employer incentives for sponsoring on-site child care facilities.

HOME-BASED BUSINESSES

13.7 Encourage and support appropriate home-based businesses in residential areas.

13.7.1 Revise the Zoning Ordinance to:

- allow home based business activities, and
- allow telecommuting centers (see Glossary) in appropriate areas.

ANNEXATION

13.8 Ensure that sustainable transportation linkages, public services, infrastructure, and commercial needs support the City's mobility goals and are evaluated in proposed annexations.

13.8.1 Complete the City's 1995 Annexation Policy Update that promotes sustainable development practices including development near existing services and use of alternative transportation and discourages urban sprawl and land use patterns which further the region's dependence on the automobile.

Chapter 14
Regional Coordination

Goal 14 COORDINATE WITH REGIONAL SYSTEMS AND GOALS.

Increase the City's participation in regional transportation planning activities and continue to influence the development of regional plans.

BACKGROUND

This chapter focuses on increasing City participation in regional transportation planning efforts through cooperation and communication. The City recognizes that it is an integral part of a regional and statewide transportation system. The City's facilities connect to areas outside the City's boundaries. These connections need to be coordinated with facilities in other jurisdictions.

Effective South Coast participation decisions result from membership on and participation in the Santa Barbara County Association of Governments (SBCAG) and the Metropolitan Transit District (MTD) Board of Directors. Close coordination with the County of Santa Barbara and the City of Carpinteria is critical to the success of these efforts. Other important agencies with overlapping jurisdictions are the Santa Barbara County Air Pollution Control District (APCD) and the California Department of Transportation (Caltrans).

CONSTRAINTS

Although the City has twenty-five percent of the County's population, it has but one of twelve votes on SBCAG. Therefore the City has limited influence over regional planning and funding efforts.

OPPORTUNITIES

Active participation in the development of regional plans and programs may result in greater cooperation between jurisdictions and greater consideration of the City's transportation goals and objectives.

POLICIES AND IMPLEMENTATION STRATEGIES

REGIONAL PLANS

14.1 The City shall encourage regional transportation plans and programs (such as those under the jurisdiction of the Santa Barbara County Association of Governments) that support the Circulation Element.

14.1.1 Proactively participate in the development and review of regional plans. Allocate resources to ensure input from City Council, Planning Commission, the Planning and Public Works Departments, the offices of the City Attorney and the City Administrator's Office.

14.1.2 The City's representation on the SBCAG Board shall reflect the strength of the Circulation Element's community consensus.

14.1.3 The City's representative to the SBCAG Board shall inform the Planning Commission and the City Council if regional plans or impending decisions are discussed or decisions are made that are inconsistent with this Circulation Element.

14.1.4 Prior to each annual adoption of the Capital Improvements Program, public work sessions shall be held with the Planning Commission and the City Council to develop project priorities for funding.

REGIONAL COORDINATION

14.2 The City shall encourage coordination with the County of Santa Barbara and other agencies and jurisdictions through joint work sessions in order to pursue regional transportation goals.

14.2.1 Hold regular annual sessions with the Planning Commission and City Council on regional transportation issues. Invite the First, Second, and Third District Supervisors as well as the City of Carpinteria to the meeting.

14.2.2 Explore funding to expand a coordinated regional traffic model to include City streets (not just Congestion Management Plan routes).

14.2.3 Establish a South Coast Land Use and Transportation Work Group that includes representatives from:

- City of Santa Barbara Planning Department,
- City of Santa Barbara Public Works Department,
- City of Santa Barbara Airport Department,
- City of Santa Barbara Waterfront Department,
- County of Santa Barbara Planning and Development Department,
- County of Santa Barbara Public Works Department,
- County of Santa Barbara Affordable Housing Program,
- City of Carpinteria Planning Department,
- City of Carpinteria Public Works Department,
- Santa Barbara County Association of Governments,
- Air Pollution Control District,
- Metropolitan Transit District,
- Caltrans,
- school districts,
- Traffic Solutions and/or other regional transportation demand management programs,
- private sector transportation planners,
- private sector transportation engineers, and
- where appropriate, the Cities of Ventura, Lompoc, and Santa Maria.

The work group shall focus on:

- regional and local coordinated planning efforts,
- developing a comprehensive list of funding sources, and
- developing a prioritized list of potential projects for funding.

The public shall be notified and permitted to observe all meetings of the South Coast Land Use and Transportation Work Group.

14.2.4 The City shall review and comment on significant development projects located outside of, but with potential impacts upon, the City of Santa Barbara. Each proposal's consistency with the Circulation Element should be addressed and the comments forwarded to appropriate agencies.

AIRPORT

14.3 The City shall coordinate with the County and other agencies and jurisdictions to improve transportation to and from the City's Airport.

14.3.1 Work with the County on high priority projects such as:

- the South Kellogg extension,
- Highway 217 off-ramp,
- the Hollister/Los Carneros intersection,
- electric shuttles,
- bicycle/pedestrian paths parallel to Hollister and the Railroad,
- the extension of the South Fairview bike path,
- bicycle/pedestrian bridge over the freeway either at La Patera or west of Fairview, and
- developing a direct connection between the Goleta Rail Depot and the Airport.

14.3.2 Encourage the development of transit services to, into, and from the Airport Terminal, such as:

- increased and enhanced taxi service,
- increased/regular bus service, and
- increased on-demand services such as airport shuttles.

14.3.3 Explore the development of bicycle paths/amenities to encourage bicycling to and from the Airport.

EDUCATION/OUTREACH

14.4 The City shall develop an education/outreach program about the City's Circulation Element.

14.4.1 Distribute the adopted Circulation Element to SBCAG, other jurisdictions, transportation related agencies, and affected groups.

14.4.2 Encourage regional marketing of transportation services to educate the public about the availability and benefit of alternative modes of transportation.

14.4.3 Review proposed State and Federal legislation for effects on the Circulation Element and comment as appropriate.

REGIONAL COOPERATION AND COORDINATION

14.5 The City shall cooperate with regional efforts that promote the use of alternative transportation.

14.5.1 Work with regional agencies to explore the feasibility of a regional commuter shuttle system linking City employment centers with distant residential areas.

14.5.2 Encourage development of new or expanded regional park and ride facilities.

14.5.3 Encourage the development of regional rail service between Carpinteria and Goleta/Isla Vista.

14.5.4 Encourage station improvements and the development of intermodal connections between the Union Pacific Railway Depots and employment centers.

14.5.5 Encourage regional transit providers (e.g. APCD's Clean Air Express) to provide express service from Ventura, Santa Barbara, and Goleta/Isla Vista.

14.5.6 Encourage the development of and provide incentives for telecommuting and a regional teleconferencing system to reduce interregional trips.

14.5.7 Work with other agencies to implement the adopted Regional Bikeway Plan.

14.5.8 Encourage and support the possibility of the expansion of Metrolink service to Santa Barbara.

Chapter 15
Other Transportation Facilities

Goal 15 OTHER TRANSPORTATION FACILITIES

Continue to support the movement of people, goods, and services by transportation modes such as air, rail, and water. The movement of trucks and hazardous materials shall continue to be regulated to ensure safety.

BACKGROUND

State Planning Law requires that Circulation Elements address the movement of people and goods. State Planning Law also requires Circulation Elements to discuss issues related to other forms of transportation, communication and public utilities. This chapter discusses other transportation facilities in the City that have not been addressed in the preceding chapters.

TRUCK AND HAZARDOUS MATERIALS ROUTES

Truck Routes

The City does not have a network of designated truck routes. The City relies on weight limit regulations to restrict truck traffic in inappropriate areas, such as residential neighborhoods.

Hazardous Materials Routes

The State of California Vehicle Code, beginning with Section 31300, governs transport of hazardous materials, including waste. The California Highway Patrol enforces these regulations on state highways and local police and fire departments oversee compliance elsewhere. The majority of tank trucks transporting hazardous materials travel via U.S. Highway 101. Until prohibited in the late 1980's, State Highway 154 was used as an alternate route.

Hazardous materials are also transported through the City via the Union Pacific Railroad. However, in 1995, the City Council adopted a resolution opposing the transportation of spent nuclear fuel through the City.

OTHER TRANSPORTATION FACILITIES

Air Transportation

The Santa Barbara Municipal Airport is located in the South Coast region of Santa Barbara County. The City of Santa Barbara has owned and managed the Santa Barbara Municipal Airport since 1941. It is the largest commercial service airport on the California coast between San Jose and Los Angeles.

The Airport includes three runways. Runway 7/25 is the east-west runway. It is 6,052 feet long and is the only runway at the Airport set up for instrument landing. It is also the runway

for commercial jets and other large aircraft. Runways 15/33L and 15/33R are parallel north-south runways that are 4,183 feet and 3,952 feet long respectively. The Airport is presently served by ten airlines, including United, United Express, Shuttle by United, American Eagle, USAir, Northwest, Alaska Airlines, Sky West/Continental Connection, Sky West/Delta Connection, and America West Express. Nonstop destinations include Los Angeles, San Francisco, Sacramento, Denver, Las Vegas, and Phoenix.

Currently, there are over 100 commercial flights daily with domestic and international destinations. The Airport generated 530,650 passengers in 1995 with the total number of passengers projected to be 936,000 by 2010. The number of Airport operations (take-offs and landings) is also expected to increase from 194,000 in 1995 to 218,000 in 2010. The rate of increase for passengers is greater than that for operations because it is expected that smaller commuter planes will be replaced with larger planes, reducing the number of flights necessary to carry the same number of passengers. While air carrier operations are the most visible of operations, the majority of air traffic at the Airport is generated by general aviation which includes small private planes, corporate jets, and helicopters. The Airport also provides an important base for U.S. Forest Service fire fighting planes during the fire season.

In 1990, the City Council established goals that are the basis of the development of the Airport Specific Plan, Airport Industrial Area Specific Plan, and the Aviation Facilities Plan. The Airport Industrial Area Specific Plan (ASP) is focused on the commercial/industrial area on the north side of the Airport, straddling Hollister Avenue. The Administrative Final Specific Plan was released for public review in August, 1997, and will be the subject of public hearings through the end of 1997. The Aviation Facilities Plan (AFP) is focused on Airport operations. This Plan calls for:

- construction of a 1,000 foot long by 500 foot wide Runway Safety area at each end of Runway 7/25,
- extension of Runway 7/25 to accommodate the loss of usable runway due to the construction of Runway Safety Areas at each end of the runway,
- construction of a 1,000 foot long by 500 foot wide Runway Safety area at each end of Runway 7/25,
- addition of 40,000 to 50,000 square feet to the Airline Terminal,
- addition of parking for 1,300 automobiles,
- addition of a new Taxiway M west of and parallel to Runway 15/33L, and
- addition of up to 75 T-hangars (covered parking for aircraft).

These changes are proposed in order to meet existing needs, projected future needs, and to increase Airport safety. A draft Aviation Facilities Plan was completed in 1990 and is presently being rewritten to include updated passenger projections, noise contours, and project descriptions.

Because the intersections affected by traffic generated from both the Airport Specific Plan and the Aviation Facilities Plan are in the unincorporated County area, the City is working with County Planning and Development and Public Works Departments to develop traffic mitigation measures.

Rail Transportation

Union Pacific Railroad arrived in Santa Barbara in 1886 and completed the Coast Line in 1901, making it possible for passengers to travel between San Francisco and Los Angeles. The present Railroad Depot at State and Yanonali Streets was completed in 1905 and is a designated City Landmark. Union Pacific Railroad operates freight trains through Santa Barbara. On average, seven freight trains travel through Santa Barbara daily on weekdays, and four freight trains travel through Santa Barbara daily on weekends. Passenger trains are operated by Amtrak. Amtrak has increased the number of passenger trains substantially over the last decade. The Coast Starlight train travels between Los Angeles and Seattle and stops once daily in Santa Barbara northbound and southbound. The San Diegan operates between Santa Barbara and San Diego with three daily round trips to Santa Barbara. In fall 1995, a new San Diegan was added that travels north to San Luis Obispo. The last San Diegan each evening lays over at a spur between Santa Barbara and Salsipuedes Street in the Waterfront area of Santa Barbara. This late evening northbound San Diegan then becomes the first southbound passenger train in the morning.

CalTrans, in cooperation with Amtrak, has plans to provide additional passenger stations between Santa Barbara and San Luis Obispo with the intent of promoting commuter traffic between the new stations. An unstaffed station at Carpinteria was recently opened. Proposed stations include Goleta, Guadalupe, and Surf. All of these stations would be unstaffed. In addition to the proposed Goleta Station, a new overnight layover spur would likely be provided in the Goleta area to replace the one in Santa Barbara's Waterfront.

Water Transportation

The Santa Barbara Harbor serves both the commercial fishing industry, recreational boaters, and others who enjoy the Harbor atmosphere. Facilities for commercial fishing, storage areas, and retail and recreational activities are located in the Harbor area. The demand for Harbor slips far exceeds the supply and there is a waiting list consisting primarily of recreational boaters.

The Local Coastal Plan, adopted in 1981, required the preparation of a plan for the Harbor and Stearn's Wharf that will maintain the existing "working harbor" nature of the area. The Harbor Master Plan and associated changes to the LCP received final certification from the California Coastal Commission in June 1996. The goals of the Harbor Master Plan are to provide for primary ocean dependent uses, such as fishing and recreational boating, and for secondary uses, such as ocean related and visitor serving uses. In order to improve access to the Harbor area, the Harbor Master Plan (HMP) includes several policies related to circulation issues (see Chapter 9, Coastal, for more detail).

The City should also consider working with cruise ship lines to determine what facilities would be needed to make Santa Barbara a regular stop on Pacific Coast trips. Cruise ships bring in tourists without automobiles or the need for overnight accommodations. Such tourists can walk or use shuttles to explore the Santa Barbara Waterfront or will visit historic locations via tour bus. Cruise ship passengers can have a healthy impact on the City's economy without substantially impacting the circulation system.

POLICIES AND IMPLEMENTATION STRATEGIES

TRUCK TRAFFIC AND HAZARDOUS MATERIALS ROUTES

15.1 Regulate the movement of truck traffic and hazardous materials throughout the City.

15.1.1 Enforce weight limits as a means to safely regulate truck traffic in noise sensitive areas, such as residential neighborhoods and near schools and hospitals.

15.1.2 Ensure that signage indicating weight limits is clearly posted throughout the City.

15.1.3 Coordinate with agencies, such as the California Highway Patrol, the County Office of Emergency Services, and Union Pacific Railroad, to regulate the transportation and storage of hazardous materials in and through the City.

15.1.4 Continue to coordinate with the County to implement the Hazardous Waste Management Plan of the Santa Barbara Municipal Code.

15.1.5 Support the development and implementation of a quick-response emergency services program for the 101 Freeway and railroad corridors and continue to support the City's Hazardous Materials Team.

15.1.6 Continue to oppose the transportation of spent nuclear fuel through the City.

OTHER TRANSPORTATION FACILITIES

15.2 Manage and operate the Airport in an efficient, cost effective, and safe manner.

15.2.1 Operate the Santa Barbara Municipal Airport in a safe and cost effective manner.

15.2.2 Accommodate a variety of users, such as commercial and general aviation users, at the Santa Barbara Municipal Airport.

15.2.3 Implement the Airport Industrial Area Specific Plan to address circulation issues associated with the industrial area on the north side of the Airport, including policies designed to:

- improve vehicle circulation within the Plan area, including improved access to Hollister Avenue,
- improve usability of the street system for pedestrians, including making the system more inviting and providing a pedestrian walkway along Hollister Avenue,
- accommodate and support alternative modes of transportation, including working with Metropolitan Transit District and other agencies to provide transit and shuttle service within the area and to surrounding areas,
- coordinate bicycle and pedestrian facilities with those planned by the County and design the new street system within the planning area to accommodate bicycles and pedestrians, and
- develop a direct link between the Airport and the Goleta Rail Depot.

15.2.4 Implement the Aviation Facilities Plan to address existing and projected future safety and operational needs of the Airport.

15.2.5 Work with agencies, such as the FAA, the County Planning and Development and Public Works Departments, and U.C.S.B. to address circulation and Airport related issues, such as noise and the use of alternative modes of transportation.

15.2.6 Support the creation of excellent transit access to and from the Airport terminal.

15.3 Work with transit providers to ensure safe and reliable rail transportation.

15.3.1 Coordinate with rail transportation operators, such as Union Pacific Railroad and Amtrak, to ensure safe and reliable rail transportation in the City.

15.3.2 Work with rail transportation operators, such as Amtrak and Metrolink, to increase regional and commuter passenger rail service and connections to help reduce dependency on the automobile.

15.3.3 Consider the development of a light rail system that serves the City and the South Coast.

15.3.4 Develop the train depot as a major gateway of the City. Provide traveler amenities and connections to other modes of transportation.

15.4 Operate and manage the City's harbors and waterways in a safe, efficient and cost effective manner.

15.4.1 Provide water transportation facilities to serve a variety of users such as recreational, tourist, commercial users, and Channel Islands National Park visitors.

15.4.2 Implement the Harbor Master Plan.

15.4.3 Encourage the development of scheduled water transit between local coastal communities.

15.4.4 Dredge the harbor, inlet, and recreational boating area to allow safe commercial and pleasure boating.

Chapter 16
Public Utilities

Goal 16 PUBLIC UTILITIES

To meet existing and projected needs, continue to provide and maintain adequate storm drainage, water supply and distribution, and wastewater collection systems. In addition, the City shall continue to work with electric, gas, and communications suppliers to maintain and provide service.

BACKGROUND

State Planning Law requires that Circulation Elements address the movement of people and goods. State Planning Law also requires Circulation Elements to discuss issues related to other forms of transportation, communication and public utilities. This chapter discusses public utilities in the City that have not been addressed in the preceding Chapters.

PUBLIC AND QUASI-PUBLIC UTILITIES

POWER FACILITIES

Electricity

Edison Company provides electrical power to the City. The City is served by an electrical distribution system operating at two voltage levels, 4 Kilovolts (Kv) and 16 Kv. The 4 Kv system serves the Downtown. The 16 Kv system primarily serves the remainder of the City. However, as new uses are added Downtown the higher voltage system is used in order to avoid overloading the existing system. Electricity is moved from sources to substations over the City's transmission system. At present the transmission system operates at 60 Kilovolts and is approximately 30% underground. Future facilities will all be underground. As commercial, industrial or residential neighborhoods have funds available or agree to an assessment against their property taxes, transmission lines in other areas of the City will also be placed underground.

Present facilities are adequate to serve both current and projected electrical needs of the City. Minor upgrades and monitoring of existing substations will continue to occur over time.

Natural Gas

Southern California Gas Company (SCG) provides natural gas to the City. In 1995, annual consumption in the City was 2,049,847,600 cubic feet. Approximately 97% of the City uses natural gas for water heating, 94% for space heating, 78% for cooking and 72% for clothes dryers. Natural gas is provided via pipelines. SCG has indicated that it can meet future demands for natural gas in the City. More deregulation and competition are the biggest changes foreseen in the future. However, this will primarily affect manufacturing use of natural gas.

CITY UTILITIES

Storm Drain System

The storm drain system is designed to safely convey water runoff to the ocean. Storm drain facilities used to collect and transport this water include natural watercourses, channels, ditches, gutters, catch basins, inlet structures, pumps, tide gates, and pipes. The Laguna Pump Station is fully automated and assists in pumping runoff from the north side of the freeway to the south side of the freeway. Catch basins, pipes, and inlet structures are cleaned annually to prevent the lines from clogging and to reduce flooding potential. During storm conditions, crews mobilize to respond to clogged drains, damaged facilities, blocked roads, and to protect property. After storms pass, storm debris, mud, and sand are cleaned up and removed from the public right-of-way. There is an annual budget appropriation for repair of and improvements to the system. In addition, the City has recently established a public education program to reduce illegal dumping of hazardous wastes into storm drains. This program includes public education, stenciled signs at drop inlets, and other locations and increased enforcement of violations.

Water Supply and Distribution System

The City of Santa Barbara operates the principal water supply and distribution system that serves City residents and some unincorporated portions of Santa Barbara County, primarily in the Mission Canyon area. A small percentage of City residents are served by other water agencies through special agreements. The City's distribution system is maintained on a 100-year replacement cycle, with a portion of the system replaced each year. Current demand is approximately 13,000 AFY. In the short term, as post-drought usage continues to recover, demand is projected to reach 14,000 AFY by 1999. For the long term (through the year 2015), demand is projected to be between 15,200 AFY and 16,900 AFY depending on the long term effects of demand reduction efforts instituted during the drought. The Long Term Water Supply Program, which includes a safety margin for unanticipated demand increases or supply deficiencies, was adopted by the City Council on July 5, 1994, and includes supplies sufficient to meet a demand of up 18,200 AFY, given a maximum acceptable shortage of 10%.

On an average long term basis, deliveries are expected to be approximately as shown below:

Source of Supply	Average Annual Delivery (AF)
Cachuma Project	8,203
Gibraltar Reservoir	4,310
Mission Tunnel	1,109
Juncal Transfer	300
Groundwater	1,018
State Water Project	2,200
Desalination	141
Reclaimed Water	900
TOTAL	**18,181**

Wastewater Collection and Treatment System

The City provides wastewater treatment services to City residents through the operation of El Estero Wastewater Treatment Plant (EEWTP) and a City-wide wastewater collection system. The collection system is maintained on a 100-year replacement cycle, with a portion of the system replaced each year. Wastewater is also received from the Mission Canyon area pursuant to an agreement with Santa Barbara County. Current inflow at EEWTP ranges between 7 and 8 million gallons per day, except during extreme precipitation events of short duration. Future inflows are projected to be approximately 9 million gallons per day. The capacity of El Estero Wastewater Treatment Plant is 11 million gallons per day and is sufficient for all anticipated City needs. The plant operates under a discharge permit issued by the Regional Water Quality Control Board. It has the capacity to reclaim up to 1,200 AFY of wastewater for distribution through the reclaimed water distribution system to major irrigation accounts.

COMMUNICATION UTILITIES

Telephone

Local telephone service in the City is provided by General Telephone (GTE). GTE is in the process of system upgrades involving the use of fiber optics which can carry many more lines than can copper wiring. In addition, all of Santa Barbara County is equipped with digital switching capability. This capability will facilitate transmission of all telecommunications services including voice, video, and data. GTE has indicated that there are no foreseeable problems with the provision of telephone and other telecommunications services to growth areas in the City.

Because of the rapid increase in facsimile machines, cellular phones, pagers, and computer modems across the state, the number of telephone lines has increased at an astounding rate during the last few years. In the Santa Barbara area alone, growth was 8,000 lines in 1995, a substantial increase over the past several years and more than could be directly accounted for by population and employment growth. In addition, new competition in the local market will result in certain blocks of prefixes in each area code being assigned to different telephone companies, further depleting the availability of phone lines. In addition, as of June 1, 1996, GTE is now able to enter the long distance market. This will facilitate GTE's ability to provide Internet access and cable television programming to its customers in the future. The 805 area code that serves the Santa Barbara area is planned to be divided in the future.

Cable

While cable television services are not technically considered public utilities and are not regulated by the Public Utilities Commission, such services are an important part of the community and have the potential to assist in reducing traffic in Santa Barbara. Cox Communications provides cable television service to the City of Santa Barbara. Cable service is available to all City residents and is used by 30,700 customers in the City and approximately 65,000 in the South Coast. Cox is continuing its South Coast infrastructure investment program which has totaled more than $20 million over the past five years. Cox has also completed a state-of-the-art electronics and signal facility in Goleta. This upgrade has increased the company's channel capacity and increased service reliability and picture quality. Through Cox, the City and County are able to provide live television coverage of City Council, Board of Supervisors, and Planning Commission meetings, as well as special events that occur in the community. Cox is exploring the possibility of conducting tests later in 1995 for interactive data services such as video-conferencing, electronic mail, interactive participation in community forums, and other computer related services.

POLICIES AND IMPLEMENTATION STRATEGIES

ELECTRIC AND GAS FACILITIES

16.1 Ensure that adequate electrical systems are provided to meet the needs of Santa Barbara residents, industrial uses, and businesses.

16.1.1 Work with the Edison Company to maintain and improve current levels of service and meet future demands, assuring the development of three phase power throughout the M-1 zones.

16.1.2 Prior to approval of new or expanded structures that have the potential for significant energy use, contact the Edison Company to identify the adequacy of supplies.

16.1.3 As appropriate and feasible and based upon demand, work with the Edison Company to plan for and provide recharging stations for electric vehicles.

16.1.4 Where possible, place gas lines, electrical lines, and equipment underground.

16.2 Ensure that an adequate gas supply is provided to meet the needs of Santa Barbara residents and businesses.

16.2.1 Continue to work with Southern California Gas Company and other providers to maintain and improve current levels of service and meet future demands.

16.2.2 Prior to approval of new or expanded structures that have the potential for significant energy use, contact Southern California Gas Company or other providers to identify the adequacy of supplies.

CITY UTILITIES

16.3 Provide a storm drainage system that is able to support the permitted land uses while preserving the public safety.

16.3.1 Maintain and improve, as necessary, the existing public storm drains and flood control facilities.

16.3.2 Coordinate with County and Regional agencies in the maintenance and improvement of storm drain facilities in order to protect the City's residents, property, and structures from flood hazard (e.g. Highway 101 or railroad crossings and Laguna Creek).

16.3.3 Ensure that adequate storm drain facilities are in place to serve new or expanded uses.

16.3.4 Encourage the use of methods, such as the use of pervious surfaces and percolation ponds, that help to reduce the amount of runoff.

16.3.5 Require structures located in designated flood hazard areas to comply with local, State, and Federal building and safety standards.

16.3.6 Explore methods to educate and inform the public of the potential impacts of dumping dangerous/hazardous materials into the storm drains.

16.4 Provide an adequate water supply system to meet the needs of existing and future residents and businesses.

16.4.1 Manage and enhance the City's water supply facilities to accommodate existing and projected population levels as identified in the Long Term Water Supply Program.

16.4.2 Require the incorporation of water conservation techniques in the design of new work projects in order to reduce the demand on available water resources.

16.4.3 Ensure that there is sufficient water capacity and supply prior to approving new development projects or expansions to existing projects.

16.5 Provide a safe, efficient, and cost effective wastewater collection and treatment system that is able to meet the needs of permitted land uses.

16.5.1 Collect and treat wastewater to meet local, Regional, State, and Federal Standards.

16.5.2 Monitor existing and projected demands on the wastewater system and ensure that adequate capacity exists.

16.5.3 Prior to allowing the development of new structures, ensure that adequate capacity exists. If capacity does not exist, identify means and costs involved in

meeting the increased demand.

16.5.4 Improve and upgrade the wastewater treatment and collection system to mitigate existing deficiencies and meet the needs of projected growth.

COMMUNICATION FACILITIES

16.6 Ensure adequate telecommunication and cable services are provided to meet the needs of Santa Barbara residents and businesses.

16.6.1 Work with communication service providers to maintain current levels of service and meet future demands.

16.6.2 Promote the development of telecommuting and teleconferencing info/infra structure and facilities to help reduce the number of automobile trips.

16.6.3 Promote implementation of new communication technologies (e.g. fiber-optic lines with higher speed and wider band-width utilization).

MAINTENANCE OF TRANSPORTATION AND UTILITY FACILITIES

16.7 Ensure that utility and transportation facilities are well maintained and located, so as not to impede pedestrians or traffic, and are aesthetically pleasing.

16.7.1 Encourage and work with utility providers and transportation providers to maintain their facilities in a clean and safe manner.

16.7.2 Continue the graffiti removal and enforcement program working closely with transportation and utility providers to ensure graffiti removal from their facilities.

16.7.3 Expand public and private street and parking lot cleaning, maintenance, and improvement programs.

Glossary

Glossary

Affordable housing
A residential unit that is generally affordable to households with low and moderated incomes. The residents generally should not be required to pay more than 30% of their gross monthly income on rent or house payments.

Air Pollution Control District (APCD)
An independent special district whose mission is to "protect the people and the environment of Santa Barbara County from the effects of air pollution." The APCD regulates local sources of air pollution, except motor vehicles. APCD monitors pollution in the county; adopts rules, issues permits, and inspects businesses to ensure compliance; prepares clean air plans to achieve clean air standards; responds to complaints about air pollution; and educates the public on their role in cleaning up the air. The APCD is governed by a board consisting of each of the five county supervisors and one representative (a mayor or Councilmember) from each of the seven cities in the county. *(Source: Provided by the APCD)*

Air rights
The rights to the space above a property. Common law grants the owner a piece of real estate ownership of a vertical space extending an unlimited distance above the ground.

Alternative transportation
In the context of this Circulation Element, a form of travel that does not utilize the single occupant motor vehicle. May include transit, vanpools, carpools, bicycling, and walking.

Americans with Disabilities Act (ADA)
Federal law that is intended to ensure accessibility to physical structures for all people. The ADA sets minimum standards to accommodate the physically challenged.

Arterial streets
A functional description of a road segment that provides for through traffic movement between areas and across the city, and direct access to abutting property.

Assessment districts
A specified area that is charged a fee or tax for the provision of services, the installation of infrastructure improvements, and/or maintenance.

Automobile oriented uses
Functional activities that are auto-related and/or those which by their design attract primarily customers and employees using the automobile.

Beachway
A path adjacent to the beach that is used by pedestrians and all forms of non-motorized vehicles.

Benefit/Cost Ratio
The relationship between the benefits and costs of a project. When the ratio is less than 1, the costs outweigh the benefits. When the ratio is more than 1, the benefits outweigh the costs.

Bicycle Coalition
The Santa Barbara Bicycle Coalition is a countywide advocacy and resource organization that promotes bicycling for safe transportation and recreation.

Bicycle Coordinator
A employee who has as part or all of their job description the responsibility for coordination, study, evaluation, or development of bicycle and bike use programs or facilities for the employer. Local government agency coordinators may also be responsible for identifying and securing funding for bike projects.

Bicycle facilities
Any bicycle-related structure, such as a bike rack or bike lane, designed to improve or encourage bicycle use.

Bicycle lane
Also referred to as Class II lanes, these are semi-exclusive lanes for bicycles. Bike lanes should include striping, pavement stencils, directional arrows and signs. Existing examples include Coast Village Road, Canon Perdido and State Street in the downtown area.

Bicycle Parking
A facility or piece of equipment designed to hold and lock a bicycle. Can be in the form of a rack or fully enclosed locker.

Bicycle Path
Also referred to as Class I bike paths, these are segregated paths separated from the roadway facilities. Existing examples include the bike path along Cabrillo Boulevard.

Bicycle Routes
Also referred to as Class III bike routes, these are routes distinguished only by signage. Typically, these are roadways where the cyclists are integrated with motor vehicles.

Bikeway network or system
Linked bike-riding facilities.

Bikeways Master Plan
A long range plan for bicycle facilities, such as bike lanes and bike racks, in the City. First adopted in 1974. An updated plan is being developed in coordination with the CEU.

Bus pockets or turnouts
A bus stop which allows the bus to stop out of the moving traffic (and bike) lane. May be at the curb if parking is permitted on the street or the curb may be recessed into the sidewalk area if no parking is allowed.

Bus shelters
A weather shelter that protects waiting bus riders from the elements such as wind, rain, and shade from the sun.

California Coastal Commission (CCC)
Empowered by California Coastal Act to protect the coastal areas of California, ensure access to the coastline, and to regulate coastal development.

California Department of Transportation (Caltrans)
A State agency that is responsible for the development and maintenance of State roadways. Equivalent to the Board of Directors for Caltrans. They approve the disbursement of all State and Federal transportation related funds for transportation related projects in the State.

Canopy
A covering or roof-like structure created by things such as tree branches, cloth structures, and/or solid materials.

Capital improvements
Improvements that are called out by the capital budget and land use controls (e.g. roads, public facilities and utilities).

Carpool
A group of two or more people who ride together in one vehicle.

Catch basins
A storm water structure designed to collect rainwater and direct it into a pipe.

Central Business District (CBD)
The area roughly bounded by Arrellaga Street to the north, Garden Street to the east, U.S. 101 to the south, and De La Vina to the west. *(Source: Santa Barbara Municipal Code Section 28.90.100)*

Central City Redevelopment Plan (CCRP)
A plan which governs the conduct of redevelopment activities in the Central City Redevelopment Project Area, which includes significant portions of the downtown business district and the Waterfront. It also defines significant redevelopment goals, projects and powers, and expires in 2007.

Centralized transfer system
A system by which many modes of transportation meet at central locations to simplify transferring between modes.

Chamber of Commerce
Local association of businesses.

Circulation Element
Mandated as a part of the General Plan, it serves as the City's guide in making decisions for public and private improvements of the transportation system. The Circulation element also establishes policies that reflect the desires of the community and responds to the uniqueness of Santa Barbara and its resources.

Circulation System
A network of roads, sidewalks, bikeways, and paths used for travel.

City Council
Santa Barbara City Council

City Redevelopment Agency
Created under the authority of the State Community Redevelopment Act, it is a local agency that can exercise general and specific governmental powers to effect the elimination of economic or physical blight within the Central City Redevelopment Project Area. Powers include the ability to buy private property for resale to private parties, the ability to exercise eminent domain to acquire property, and the power to collect incremental property taxes to service debt. The Agency Board is comprised of members of the City Council.

Clean Air Express
A subscription commuter bus (club bus) funded by the Air Pollution Control District. The busses utilize a dual fuel technology to reduce emissions.

Clean Cities Program
A locally based government\industry partnership coordinated by the U.S. Department of Energy, to expand the use of alternatives to gasoline and diesel fuel.

Cluster development
Grouping development in order to maximize the open space between buildings, preserve environmentally sensitive areas, or create a certain development pattern.

Coastal Act
A 1976 legislative mandate requiring all jurisdictions lying wholly, or in part, within the State's Coastal Zone to prepare a coastal plan. The coastal plan determines the future development that can occur on the coast and consist of land use plans, zoning ordinances, Zoning maps, and implementation programs.

Coastal Zone
The area of the City that is within the area designated by the California Coastal Act. This area is bounded by the westerly and easterly City limits. From the westerly City limits to Las Positas Road, the zone extends inland approximately 1000 yards paralleling the mean high tide of the sea. At Las Positas Rd. the inland boundary shifts seaward to Cliff Drive, and from that point easterly along Cliff Drive to Rancheria Street. From Rancheria to Chapala Street, Montecito Street forms the land boundary. Easterly from Chapala Street to Salinas Street, the eastern City limit, the zone widens again to 100 yards parallel to the mean high tide line. Another portion of the City, four miles west of the City proper, is the Municipal Airport, an enclave of approximately 950 acres, which is almost wholly within the Coastal Zone.

Coast Village area
An area of the City characterized by a mix of restaurant, commercial, retail, and residential uses. In general, this area is bounded on the north by the rear property lines of lots on the north side of Coast Village Road, on the south by Highway 101, on the East by Olive Mill Road, and on the west by Hot Springs Road.

Commercial/Activity Centers
A cluster of uses that collectively generate many trips (e.g., schools, parks, neighborhood commercial district etc.).

Community Development Block Grant
An annual entitlement (approximately $1.5 million) received by the City from the U.S. Department of Housing and Urban Development (HUD) to be used for activities that benefit low and moderate income persons. Moneys are predominantly used for capital projects located in low-income neighborhoods. The grants also fund activities of social service agencies.

Community Environmental Council (CEC)
A community action group concerned with sustainable communities, recycling, waste management, environmental business assistance, organic gardening, and environmental education.

Compact Development
A development pattern characterized by structures located in close proximity to each other. This term is also used to describe a pattern of development with commercial, residential, recreational, and service uses located in a close proximity to each other to facilitate walking, bicycle, and transit use.

Congestion Management Plan (CMP)
A Countywide program, required by Proposition 111, that is designed to reduce auto-related congestion on major streets (as designated in the plan) through the provision of roadway improvements, travel demand management, and coordinated land use planning among all local jurisdictions.

Consensus Group
Circulation Element Update Consensus Group. The 22-member group appointed by the City Council to review and develop consensus on the City's Circulation Element Update.

Constraint
Something that restricts, limits, or regulates. For the purposes of the CEU, this term is used to describe situations that block or prevent realization of potential opportunities.

County Bowl
Santa Barbara County Bowl; an outdoor entertainment amphitheater located near Milpas and Anapamu Streets.

Cul-de-sac
A dead-end street with a turn around bulb at the end.

Curb cuts
Also known as wheelchair ramps, a warping of the sidewalk at an intersection so that the street and sidewalk grades match.

Customers
The clients of a particular use or sector of uses.

Dedication
The transfer of property from private to public ownership.

Demolition/rebuilding projects
Projects that involve the demolition of a building and reconstruction of a new building on the same site

Density
The average number of housing units per unit of land, typically an acre.

Depot
The Santa Barbara Railroad Depot on Lower State Street.

Development controls
Land use controls that acquire their legal force through adoption by a legislative body or through powers granted by the State (i.e. the police power). Examples include the Zoning Ordinance and Subdivision Regulations.

Development potential
The maximum nonresidential square footage or number of residential units that can be developed on a particular site as determined by the zoning designation.

Dial-A-Ride
On Demand transportation service.

Disincentives
Strategies designed to discourage certain behaviors or actions.

Downtown
An area of approximately 169 acres roughly bounded by Sola Street on the north, Garden Street on the east, U.S. 101 on the south, and De La Vina Street on the west.

Downtown Organization
A business organization comprised of Downtown businesses and those with business licenses in the Downtown area.

Downtown Parking Program
The City Division that operates and maintains downtown parking lots and parking and Transportation Demand Management programs in the Central Business District. It is a self supporting enterprise fund in the City Budget.

Downtown/Waterfront Shuttle
Shuttle bus service along State Street and Cabrillo Blvd. funded by the City and the Redevelopment Agency, and operated by MTD.

Downtown/Waterfront Vision Study Area
An area bounded roughly by a line extending easterly from the intersection of Bath St. and Micheltorena St. to Garden Street, southerly to Haley St., easterly to the intersection of Quarantina St. and Montecito St., easterly to the intersection of Highway 101 and Los Patos Way, southerly along Los Patos Way to Cabrillo Blvd., westerly along Cabrillo Boulevard (including the Harbor and Wharf areas) to Loma Alta, northerly following Loma Alta to Haley Street, easterly to Bath St., and northerly to Micheltorena St.

Easements
A right, such as a right-of-way, afforded to a person or entity to make use of another person's real property.

Eastside
General Plan Definition: A 445 acre area bounded by Canon Perdido Street, Highway 101, the base of the Riviera, and the rear of the commercial strip on the east side of Milpas Street.
Eastside Study Group Definition: The area bounded by Anapamu Street, Salinas Street, Santa Barbara Street, and the ocean.

Easy Lift Transportation
A private, non-profit paratransit service provider on the South coast. Since 1979, Easy Lift has provided frail elderly and temporarily or permanently disabled individuals with wheelchair-accessible transportation. Service area includes all of south Santa Barbara County.

Electric Shuttle
The electric powered 26-passenger vehicle currently in use in the Downtown and Waterfront areas.

El Estero Wastewater Treatment Plant (EEWTP)
City wastewater treatment facility

Employee Shuffle
A term to describe the movement of vehicles, which are parked on public streets or in public lots, to comply with the 90 minute parking restrictions.

Environmental impacts
A substantial or potentially substantial adverse change in the environment.

Environmental Protection Agency (EPA)
Federal agency empowered to protect the environment.

Facade
The exterior surface of a wall of a building.

Fare Subsidies
A method of reducing the cost of transit service to the user.

Fixed route service
Transit service with a pre-established route.

Foothill area
An area bounded on the north, east and west by the City limits and on the south by Foothill Road and Laurel Canyon Road to the City limits line above Marilyn Way.

Future Bikeway Map
A map which depicts the City's vision for the City's bikeway system.

General Plan
As required by State law, the City has a comprehensive, long-term general plan for the physical development of the City. The plan includes seven required elements: land use, circulation, housing, conservation, open space, noise, and safety. The City's first General Plan was adopted by City Council in 1964.

General Plan Update (GPU)
A systematic or comprehensive update of a General Plan. For the purposes of the CEU, this term is used to refer to the public involvement process and long term growth decisions that were made in 1989 culminating in the November 1989 ballot "Measure E."

General Telephone (GTE)
Provider of telephone service in the area.

Goal
The State of California, General Plan Guidelines define a goal as "an ideal future end, condition or state related to the public health, safety or general welfare toward which planning and planning implementation measure are directed. A goal is a general expression of community values and, therefore, is abstract in nature. Consequently, a goal is generally not quantifiable, time-dependent or suggestive of specific actions for its achievement."

Grid system
A system of city streets which result in four sided "city blocks" in a "checkerboard" pattern.

Harbor
An area of approximately 252 acres in the vicinity of Stearn's Wharf and the Breakwater. 2/3 of the area is under water, and 1/3 is dry land.

Harbor Master Plan
Adopted in June 1996, the goals of the Harbor Master Plan are to provide for primary ocean dependent uses, such as commercial fishing and recreation boating, and for secondary uses such as ocean related and visitor serving uses. It covers the ten-year period from 1995 to 2004.

Headways
The elapsed time between transit vehicles on the same route.

Impacted parking
Situation where there is not enough parking spaces to meet demand. Occurs in both residential and nonresidential areas.

Implementation strategy
The State General Plan Guidelines define as "an action, procedure, program or technique that carries out general plan policy. Each policy must have at least one corresponding implementation measure.

Incentive based policies and programs
Policies or programs that are designed to encourage certain actions.

Inductive coupling
The transfer of alternating electrical energy between separated electrical coils.

Infill development
Development in areas that are already largely developed. May include development of vacant properties or redevelopment of underdeveloped properties.

Info-structure
Technological devises that help reduce the need for automobile travel. This includes such devises as electronic mail, faxes, teleconferencing, etc.

Infrastructure
Improvements or structures, such as streets, water pipes, or storm drains, bicycle lanes, alternative transportation facilities, or other public right-of-way improvements, typically intended to serve the public.

Inlet structures
Points where water overflow can enter storm drain facilities and creeks.

Integrated pedestrian system
Connected pedestrian paths of travel.

Interface
A point at which independent systems or diverse groups interact.

Intermodal circulation system
A coordinated, comprehensive transportation system which connects different types or modes of transportation.

Intermodal connections
Locations where people can move from one type of transportation to another.

Intermodal Surface Transportation Efficiency Act (ISTEA)
Federal Legislation passed in 1991 that established new policies that fund a variety of modes of transportation, including cars, trucks, buses, trains, bicycles, and walking. ISTEA requires state and regional authorities to think and plan comprehensively about appropriate modes of transportation for natural and built environments and relate the selected modes to air quality in metropolitan areas and the quality of life in communities in general.

Jitney
A door to door transportation service.

Jobs/housing balance
Relationship between the location of current and future jobs and housing. The relationship is important in that it affects future transportation/circulation needs. Imbalance leads to impacts on air quality, energy consumption, congestion and housing affordability.

Joint parking
Parking lots that serve more than one property or use.

Level of Service (LOS)
A method of describing the operating efficiency of a roadway or intersection. Typically described on a scale from A to E, with E being the most congested and A representing free-flow conditions.

Linkage
A path of travel that connects two points.

Living within resources
Used to refer to an early 1980's ballot Measure K that amended the City Charter to include "...land development shall not exceed its public services and physical and natural resources... All land use policies shall provide for a level and balance of residential and commercial development which will effectively utilize, but will not exhaust, the City's resources in the foreseeable future." Measure K was approved by the voters and incorporated into the City Charter as Section 1507.

Local Coastal Program (LCP)
A local government's land use plans, zoning ordinances, zoning district maps and implementing actions which, taken together, meet the requirements for an implement the provisions of the Coastal Act at the local level.

Local Government Commission's Transportation Partners Program
A program coordinated by the Local Government Commission in which cities exchange information and encourage innovative transportation solutions that promote decreased reliance on the automobile.

Long term parking
Vehicles that remain parked for extended periods of time when compared to other vehicles. In the downtown, it is usually employee parking as compared to shopper parking.

Lower State Street
State Street between Cabrillo Boulevard and Highway 101.

Lower Westside
The area generally bounded by Carrillo Street, Montecito Street, Highway 101, Loma Alta and the base of Mesa Hills.

Measure D
A 1/2 percent sales tax referendum approved by voters in 1989 to fund transportation facility maintenance and improvements in Santa Barbara County over the next 20 years.

Measure E
Charter Section 1508, which limits future non-residential growth in the City and mandates that implementation of the growth cap be completed through General Plan Amendments, zoning ordinance revisions, and other measures.

Mercado
A market; can be an open-air market.

Mesa
The area generally bounded on the east by Oceano Avenue, on the south by the Pacific Ocean, on the west by the City limits, and on the north at the top of the steep hillside.

Metropolitan Transit District (MTD)
The designated authority for transit services in the South Coast, and the agency authorized to receive transit funding from state and federal sources. In many Implementation Strategies, MTD is referenced. For the purposes of the Circulation Element, MTD is intended to include all transit providers.

Minor Addition
Defined by the S.B.M.C. Section 28.87.300 as a non-residential addition, conversion of residential floor area to non-residential floor area, or new non-residential construction of less than or equal to 1,000 square feet.

Mission
The Santa Barbara Mission.

Mission Canyon area
The unincorporated area between the Riviera and Foothill areas as shown on the General Plan Map.

Mitigation measures
Measures taken to lessen the intensity or severity of environmental impacts associated with a project.

Mixed Use
The combination of residential units with other land uses, typically commercial office or retail uses in the same building or on the same site.

Mobility classification system
Classification of streets intended to ensure that all forms of travel are considered in the City's street system.

Mobility corridor
A path of travel intended to accommodate various forms of travel.

Multi-modal transportation systems
Transportation systems intended to allow connections between and use of various forms of travel, such as a bike racks on transit.

Multiple/Mixed Purpose
The combination of different types of uses (e.g. residential/commercial/office or office/commercial/light industrial) within a common neighborhood or district.

Neighborhood
Property owners and tenants located in close proximity to each other and sometimes sharing physical similarities or distinctive characteristics.

Neighborhood Commercial Uses
Commercial uses intended for patronage by people who live within walking distance of them. These uses are typified by markets, laundromats, video stores, and cleaners.

Neighborhood Serving Uses
Uses that are designed to provide a desired need for people in the surrounding area. These can be typified by uses described above in neighborhood commercial uses, medical offices, recreational facilities, educational facilities, and public service facilities.

Neighborhood Area and Business Area Mobility Plans
In conjunction with the Traffic Management Program, the Neighborhood Area and Business Area Mobility Plans detail the desired methods and implementation measures to address a particular traffic issue.

Neotraditional town planning/New Urbanism
Term used to describe a development pattern typical of cities that developed prior to use of the automobile. This type of development pattern is characterized by the location of commercial, residential, educational, service, and recreational uses in a close proximity to one another. This allows access by means other than the automobile.

Noise contours
Lines connecting points of equal sound intensity.

Non-residential growth limits
Regulations that restrict the amount of non-residential development potential.

Old Town
The area of Downtown generally located in and around State Street between the freeway and Cota Street.

"On-demand" service
Used to describe transportation, such as a taxi, that is available when needed.

Ordinance
A regulation or law governing an aspect of a project.

Outer State Street area
An area bounded on the north by the northern boundary of commercial properties on the north side of Sate Street and Via Lucerno, on the south by Highway 101 and the southern boundary of the commercial property on State Street and De La Vina, on the east by Mission Creek, and on the west by San Marcos Pass Road.

Paratransit
A door-to-door transportation service for the physically challenged.

Park and ride facilities
A facility where people can leave their vehicles while they commute to work in a car\vanpool. Facilities include reserved parking spaces or parking lots intended to accommodate long-term parking.

"Park once" concept
An idea where a person can access desired commercial and service needs without having to drive to each individual use. This is associated with Neotraditional town planning. The Downtown area is generally referred to as a successful "park once" environment where a person can park a car in a public lot and walk or take a shuttle to a variety of retail, entertainment, cultural and other type uses without having to use a car.

Parkway
A strip of planted area between the street and the sidewalk.

Participatory planning process
A process which gives the community many opportunities to review and discuss important planning goals and issues and to express opinions regarding future goals, policies, and strategies. The emphasis is on early and frequent involvement and the exchange of information.

Paseos
A series of connecting private and public walkways joined to streets, open plazas, courtyards, cafes and shops through the central portions of City blocks.

Peak commute congestion periods
Periods when most people are commuting to work. These typically occur between 7:00 and 9:00 AM and 4:00 and 6:00 PM.

Peak hour capacity
The amount of traffic that a street can accommodate during the peak congestion periods (see above).

Pedestrian amenities
Features designed to encourage and facilitate travel by foot. These can be such things as benches, trees, information kiosks, newspaper racks, sidewalks, drinking fountains, or transit stops.

Pedestrian friendly design
Development which is designed with an emphasis primarily on the street sidewalk and on pedestrian access to the site and building, rather than on auto access and parking areas. The building is generally placed close to the street and the main entrance is oriented to the sidewalk.

Pedestrian Oriented Development
Pedestrian oriented developments provide clear, comfortable pedestrian access to a commercial and residential areas and transit stops.

People mover
System designed to move people through selected areas.

Peripheral lots
Parking lots located on the outskirts of the downtown area. These include the parking lots on the intersections of Castillo - Carrillo and Cota - Santa Barbara.

Placita
A small plaza.

Planning Commission
The City of Santa Barbara Planning Commission. Commissioners are appointed by the City Council to review matters related to planning and development.

Plaza
A public square or open area.

Policy
The State General Plan Guidelines describe a policy as: "a specific statement that guides decision making."

Policy framework
A set of policies that denote a collective course of action.

Public improvements
Features intended to serve and help the public. These can be streets, sidewalks, public landscaping, and public utilities.

Redevelopment
The elimination of economic or physical blight in a redevelopment project area through a redevelopment agency that is endowed with the powers to acquire and dispose of private property, to acquire property through the exercise of eminent domain, and to collect incremental property taxes in order to service debt.

Redevelopment Project Area
An area designated by the City Council as containing economic or physical blight that hampers orderly and effective development to the degree that private market forces cannot correct the blight. The Redevelopment Agency is empowered to exercise its powers in the project area to correct the blight. The Central City Redevelopment Project Area roughly encompasses the Downtown from Highway 101 on the west to Santa Barbara Street on the east and extends from Victoria Street on the north to the Waterfront on the south.

Region
Commonly refers to the "South Coast" which extends from Gaviota to Oxnard. However, the practical boundaries of the region may be limited or expanded depending on the chosen mode of transportation. For example, the effective region of a bicyclist would be smaller than that of a vehicular commuter, whose region may extend as far north as Santa Maria or as far south as Los Angeles.

Replacement cycle
The length of time between installation and replacement of infrastructure.

Residential Parking Permit Program (RPP)
A system intended to preserve on-street parking for residents in a designated area. The system allows residents with a RPP pass to remain parked in areas restricted with time limits.

Rezone
To change the zoning of a parcel or area.

Ridership
Use of transit or participation in ridesharing programs.

Right-of-way
Denotes the area used or intended to be used for public travel. This includes the street, sidewalks, and any public landscaping area.

Riviera
An area bounded by the top of Mission Ridge, Alameda Padre Serra, Sycamore Canyon Road, and Mountain Drive.

Santa Barbara County Association of Governments (SBCAG)
A voluntary council of governments formed under a joint powers agreement executed by each of the general-purpose local governments. In Santa Barbara County, SBCAG is the designated regional planning agency and the metropolitan planning organization.

Scale
The relative dimensions or size of a project

Setback
The required distance between the edge of a building and the street, sidewalk, or lot line as established by the zoning of the area.

Short term parking
Parking that is restricted to a specified time limit, such as 90 minutes.

Signal phase
An assignment of right-of-way using red and green traffic lights at a signalized intersection.

Small Addition
Defined by the S.B.M.C Section 28.87.300 as a non-residential addition, conversion of residential floor area to non-residential floor area, or new non-residential construction of greater than 1,000 and less than or equal to 3,000 square feet.

Southern California Edison (SCE)
Provider of electricity in the area.

Southern California Gas Company (SCG)
Provider of gas in the area.

Stacking Parking
A parking pattern where the first vehicle is blocked in by a second vehicle which parks behind the first. Also known as tandem parking.

Street frontage
The portion of a lot that forms an edge with the street.

Surface parking lots
Parking lots located on the street level.

Sustainable
The quality of being maintainable and existing in perpetuity.

Tandem parking
See Stacking Parking

Telecommute
Working without physically traveling by using a computer and contacting an employer by modem, phone etc. to reduce work-related automobile trips.

Teleshop
Shopping at home using a computer modem and/or phone and catalog to reduce consumer-related automobile trips.

Tide gates
Gates used to keep tidewaters in or out of an area.

Traffic Calming
Devices intended to reduce the speeds of vehicles. These include, but are not limited to, curb bulbs, speed bumps, and landscaping.

Traffic corridors
Paths of travel intended to accommodate vehicular travel.

Traffic impact standards
Standards which determine the acceptable level of congestion at signalized intersections and details at what point a traffic impact will occur with the addition of a given amount of traffic.

Traffic Management Program
A Citywide program to create Neighborhood Area and Business Area Mobility Plans. The Neighborhood Traffic Management Program present a range of options to help address specific traffic issues, present the methodology for implementing the desired actions, explain the potential costs and benefits of the desired actions, and explain the public process required to implement the actions.

Traffic Solutions
A Countywide program aimed at reducing the amount of drive-alone vehicle trips.

Transfer of Existing Development Rights (TEDR)
A mechanism that allows the transfer of existing non-residential development rights from certain properties to certain other properties within the City.

Transit
Travel by alternative forms of group transportation on facilities such as buses, shuttles, rail, water, jitney, vanpools, and carpools.

Transit center
A facility designed to accommodate boarding and disembarking of transit vehicles. This term is also used to describe the Greyhound and MTD stations on Chapala and Carrillo.

Transit corridors
A path of travel designed to provide transit either exclusively or in conjunction with other forms of travel.

Transit Pass Programs
Programs through which free bus passes are distributed to encourage people to use transit rather than the automobile.

Transit turnouts
See Bus Turnouts

Transit vehicle traffic signal pre-emption
A system at signalized intersections which that detects a bus in traffic and assigns sufficient green time for the bus to clear the intersection.

Transportation Demand Management Program
Actions that are designed to change travel behavior in order to reduce single-occupancy vehicles, improve performance of transportation facilities, and reduce the need for additional road capacity.

Transportation linkages
Facilities intended to connect various forms of travel. These can be such things as streets, transit stops, bicycle lanes, and bicycle racks.

Transportation modes
Various forms of travel such as bicycle, automobile, walking, transit, rail, air, or water.

Travel lanes
Paths intended to accommodate travel such as streets, bicycle lanes, and sidewalks.

Turn pockets
Designated lanes designed to facilitate the movement of automobile traffic. These are typically right or left-hand turn lanes.

Urban design
The large scale organization of a city, dealing with the massing and organization of buildings and the spaces between them, but not with the design of the individual buildings.

Urban Sprawl
The decentralization of development, resulting in low density construction away from traditional urban centers.

Vanpool
A ridesharing strategy whereby several people use a van to commute to work instead of using their individual vehicles.

Watercourses
Waterways; the beds or channels of waterways.

Waterfront Area
An area of approximately three square miles along the Pacific Ocean from the Bird Refuge to the Mesa Bluffs, south of Highway 101.

Waterfront Area Traffic Study
A traffic study required by the Harbor Master Plan to be completed for the Waterfront area following the completion of the Salsipuedes and Garden Street extensions.

West Beach area
An area bounded on the southeast by Cabrillo Boulevard and Shoreline Drive, on the Southwest by the western property line of Santa Barbara City College, on the northwest by Montecito Street, Castillo Street, and Highway 101, and on the northeast by Yanonali Street, Chapala Street, and Kimberly Avenue.

Wharf (prop. n.)
Stearn's Wharf, the oldest working wooden wharf in CA, built in 1867 to facilitate the transfer of cargo and people from ships to shore.

Zones of Benefit
A designated area that does not have to provide the entire amount of parking required by the Santa Barbara Municipal Code, Parking Section. These areas are located near a public parking lot that provides the required parking for the uses.

Zoning Ordinance
Chapters 23-28 of the City of Santa Barbara Municipal Code and defined in the Municipal Code as established to "serve the public health, safety, comfort, convenience and general welfare and to provide the economic and social advantages resulting from an orderly planned use of land resources, and to encourage, guide and provide a definite plan for the future growth and development" of the City.

Zoning overlays
A method of increasing particular zoning standards in an area where the standards in the basic zone are not sufficiently restrictive to assure appropriate development or protect the residents against inappropriate land uses or activities otherwise permitted in the basic zone category.

Zoning regulations
Establish development standards and regulate land uses throughout the City.

Appendices

Appendices

List of Alternatives from Public Workshop on Highway 101 Widening Alternative Analysis, February 17, 1994

Beyond Sprawl, New Patterns of Growth to Fit the New California, Bank of America

Paved Paradise and 15 Ways to Fix the Suburbs, Newsweek

Common Questions Regarding Small and Minor Non-Residential Additions, City of Santa Barbara

List of Alternatives from the Public Scoping Workshop on Highway 101 Widening Alternatives Analysis

February 17, 1994

LIST OF ALTERNATIVES (GROUP 1)

1. Light rail
2. On/off ramp improvements (increase efficiency)
3. Subscription van service for commuters similar to EasyLift)
4. Improve bus/transit (expand lines, increase users)
5. Ferry cars by boat (LA - SB)
6. Better transit to railroad and airport to decrease car rental by tourists
7. Incentives for tourist to leave car at home (discount on transit tickets)
8. Multi-use ticket for rail, bus, shuttle - option of choices
   Integrate transportation modes
10. Employer stimulation/incentive employee carpool
11. Electric car rental
12. Company-owned commuter vehicles for vanpooling
13. Tax incentives for telecommuting
14. Improve retail delivery service to decrease shopping trips
15. Magnetic trains
16. Long-term inter-city high speed rail
17. Need multi-modal alternatives (take bikes on train or bus)
18. Depots must be attractive & safe to be used
19. Solutions geared toward private enterprise or combination of public/private
20. Parking pricing policy to decrease car use (vehicle emissions)
21. Employers pay for carpoolers gas (similar JPL program)
22. Disincentives for SOV
23. Need more Class I bike trails (look at Ojai)
24. Summerland bus stops need improvements (benches, covers)
25. Ortega Hill needs better, safer bike path

LIST OF ALTERNATIVES (GROUP 2)

1. On-demand transport service
2. Reduce residential traffic
3. Enhance and expand mass transit in Santa Barbara corridor from Ventura to San Luis Obispo
4. No Alternatives
5. Businesses offer employees "monetary" incentives for carpooling.
6. Fast train route – Do-able on coastline...
7. Bicycle corridor along railroad from Carpinteria to Goleta. Feeder routes. Facilities for secure parking and facilities for lockers, showers
8. Improve point-to-point service
   - City subsidize (low cost)
   - Frequent
9. Earthquake safety
10. Bike and Ride
11. Multi-modal export
12. Live and work zoning.
13. Close some Montecito and Summerland exits on Highway 101
14. Incentives for tourists to use alternative transportation (partner with local business)
15. Better transit information in phone book
16. More and better access from transit pick-up points to residential areas.
17. Increase telecommuting

SUMMARY OF ALTERNATIVES (GROUP 2)

1. On-demand transit services (subsidized) to supplement mass transit
2. Close selected on/off ramps in Montecito and Summerland
3. Inter-modal connectivity
4. Major bicycle corridor along railroad
5. Live and work zoning
6. Increase telecommuting work
7. Incentives for business and tourists to use alternative modes

4. Improve bicycling facilities
5. Commuter traffic diverted to other systems
6. Creative funding for above
7. Alternate route

LIST OF ALTERNATIVES (GROUP 4)

1. Require certain level of participation (carpool, alternative modes) or you won't get it – (mandates)
2. Look to largest employers (e.g., UCSB) for enforcement or encouragement practices
3. Remove truck traffic to Interstate 5
4. Transit, who? – large percent of transit dependents
5. Jitney Service may be incompatible in public transit corridors.
6. Have bikeways lead to popular destinations/provide bike lockers at work/provide showers at work.
7. Bike lane needs to be continuous from Santa Barbara to County line (Ventura) to get people off 101.
8. Safe bikeways have to be provided.
9. How can transit compete with 15-20 minute private commute? High cost parking in downtown could create one disincentive.
10. How long does it take to develop clientele for a new transit service?
    Need good headway
    Need logical routes
    May take 1-2 years to establish
11. Consider one/two trip frequency for a large capacity bus into Santa Barbara from Ventura/San Luis Obispo for tourist transport.
12. Surplus rail capacity exists to accommodate commuter/local runs.
13. Express transit – inter-county/intra-county
14. Transit should address segments of the market
15. Park and Ride (carpool or rail)
16. Improve surface streets to reduce local use of 101.
17. Commuter bus links between/within County
18. Connections between modes
19. Parking disincentives

LIST OF ALTERNATIVES (GROUP 5)

1. Take more programmatic approach; one lane addition won't solve it
2. Look at alternatives that would change tourist traffic patterns
3. Ramp - Metering
4. Long-term land use planning
5. Telecomm.
6. Flex work schedule
7. Comprehensive approach to reduce traffic
8. Access transit system for tourists as well as residents
9. Use tolls in town and use a carpool lane (no cost for carpooling)
10. Add lanes as well as other alternatives
11. Should be feasible to not own a car
12. Expand downtown shuttle
13. Parking pricing
14. Light rail serving SB
15. Can't do all alternatives on list
16. Consultant should study alternative modes primarily
17. Increase walking by better planning
18. Don't react to statistics plan for alternatives
19. Look for a solution that's environmentally sensitive and best economic impact on SB
20. Cities should be planned to make it viable not to have a car (general statement)
21. Multiple solutions are needed not just one/two
22. Need more communication between public agencies (re: Caltrans, County)

SUMMARY OF ALTERNATIVES (GROUP 5)

1. Address the need to provide for regional travel (statewide)
2. Find best transit solution for SB and develop a way to evaluate solution successfully (i.e., transit miles/year)
3. Rigorous analysis of fundability of solutions (examples of previous funding)

BEYOND SPRAWL:

NEW PATTERNS OF GROWTH TO FIT THE NEW CALIFORNIA

EXECUTIVE SUMMARY

California is at a unique and unprecedented point in its history—a point at which we face profound questions about our future growth that will determine the state's economic vitality and quality of life for the next generation and beyond.

One of the most fundamental questions we face is whether California can afford to support the pattern of urban and suburban development, often referred to as "sprawl," that has characterized its growth since World War II.

There is no question that this pattern of growth has helped fuel California's unparalleled economic and population boom, and that it has enabled millions of Californians to realize the enduring dream of home ownership. But as we approach the 21st century, it is clear that sprawl has created enormous costs that California can no longer afford. Ironically, unchecked sprawl has shifted from an engine of California's growth to a force that now threatens to *inhibit* growth and degrade the quality of our life.

This report, sponsored by a diverse coalition of organizations, is meant to serve as a call for California to move beyond sprawl and rethink the way we will grow in the future. This is not a new idea, but it is one that has never been more critical or urgent.

Despite dramatic changes in California over the last decade, traditional development patterns have accelerated. Urban job centers have decentralized to the suburbs. New housing tracts have moved even deeper into agricultural and environmentally sensitive areas. Private auto use continues to rise.

This acceleration of sprawl has surfaced enormous social, environmental and economic costs, which until now have been hidden, ignored, or quietly borne by society. The burden of these costs is becoming very clear. Businesses suffer from higher costs, a loss in worker productivity, and underutilized investments in older communities.

California's business climate becomes less attractive than surrounding states. Suburban residents pay a heavy price in taxation and automobile expenses, while residents of older cities and suburbs lose access to jobs, social stability, and political power. Agriculture and ecosystems also suffer.

There is a fundamental dynamic to growth, whether it be the growth of a community or a corporation, that evolves from expansion to maturity. The early stages of growth are often exuberant and unchecked—that has certainly been the case in post-World War II California. But unchecked growth cannot be sustained forever. At some point this initial surge must mature into more managed, strategic growth. This is the point where we now stand in California.

We can no longer afford the luxury of sprawl. Our demographics are shifting in dramatic ways. Our economy is restructuring. Our environment is under increasing stress. We cannot shape California's future successfully unless we move beyond sprawl.

This is not a call for *limiting* growth, but a call for California to be *smarter* about how it grows—to invent ways we can create compact and efficient growth patterns that are responsive to the needs of people at all income levels, and also help maintain California's quality of life and economic competitiveness.

SPONSOR'S NOTE

This report suggests new ideas about how California can continue to grow while still fostering the economic vitality and quality of life that makes it such a vibrant place to live and work. It is sponsored by a diverse coalition—the California Resources Agency, a government conservation agency; Bank of America, California's largest bank; Greenbelt Alliance, the Bay Area's citizen conservation and planning organization; and the Low Income Housing Fund, a nonprofit organization dedicated to low-income housing.

The fact that such a diverse group has reached consensus on the ideas in this report reflects how important the issue of growth is to *all* Californians. We hope this report will make a meaningful contribution to the public dialogue about the quality and direction of California's growth in the 21st century.

Underlying this success was a development pattern that emphasized expanding metropolitan areas, conversion of farmland and natural areas to residential use, and heavy use of the automobile. In the postwar era, this way of life worked for California. With a prosperous and land-rich state, most families were able to rise to the middle class and achieve the dream of home ownership. Government agencies and private businesses were able to provide the infrastructure of growth—new homes, roads, schools, water systems, sewage treatment facilities, and extensions of gas and electric distribution.

Within the last generation, however, this postwar formula for success has become overwhelmed by its own consequences. Since the 1970s, housing has become more expensive, roads have become more congested, the supply of developable land has dwindled, and, because of increasing costs, government agencies have not been able to keep up with the demand for public services.

Since the late 1970s, several efforts have been initiated to address the question of how to manage California's growth, but all have failed—some for lack of consensus, some for lack of engaged constituency, some simply because of bad timing.

THE CHALLENGE OF THE "NEW" CALIFORNIA

In the 1990s, California is undergoing change of such scale and significance that it will literally redefine the state. To succeed, the new California must recognize and build upon the following changes in positive ways.

Population Growth

California's population continues to grow at a remarkably fast pace. Today's total of approximately 32 million people represents a doubling of the population since the mid-1960s, when California became the nation's most populous state.

During the boom years of the 1980s, California added more than 6 million new residents, a population larger than all but a few of the 49 other states. Even during the bust years of the early 1990s, the state's population grew at a rate of almost a half-million people per year—in effect, adding another Oakland or Fresno every year—even as we have suffered a net loss in the number of jobs.

This continuing surge in population puts pressure on both existing communities and on the remaining supply of undeveloped land, making it extremely difficult for traditional suburban patterns to accommodate more people.

Changing Demographics

While growing rapidly, California's population is also changing in significant ways. The demographic changes are well documented. Latinos—whose roots extend to Mexico, Central America, South America, and the Caribbean—are growing rapidly in number and may outnumber Anglos a generation from now. Californians of Asian ancestry now make up almost 10 percent of the population. African-Americans remain an important racial group, and the state's mosaic is rounded out by Native Americans, immigrants from South Asia and the Middle East, and others who bring great diversity to the state. California is truly one of the world's most multicultural societies.

Underneath the racial diversity lies another important change in the state's population patterns that will have a profound effect on California's attitudes toward growth over the next generation.

Traditionally, the popular perception has been that California's population grows because of migration from other parts of the United States. However popular, this perception is no longer true. Most new Californians now come from other countries, principally in Latin America and Asia.

The birth rate is also an increasing source of population growth. During the 1990s recession, "natural increase"—the net total of births over deaths—has accounted for almost 400,000 new people each year. Tomorrow's California will include—for the first time—a vast pool of people who are Californians from birth. They will want what Californians before them have wanted—education, jobs and housing. Most will expect the state to find a way to accommodate them. But their numbers are so huge that they probably cannot be sustained by traditional suburban development patterns.

Economic Change

During the recession, California has undergone an unprecedented economic restructuring. The state has lost 400,000

"California's continuing surge in population puts pressure on both existing communities and on the remaining supply of undeveloped land, making it extremely difficult for traditional suburban patterns to accommodate more people."

"Tomorrow's California will include—for the first time—a vast pool of people who are Californians from birth. They will want what Californians before them have wanted—education, jobs and housing."

attempts to combat it have been fragmented and ineffective. The engine of sprawl is fueled by a mix of individual choices, market forces, and government policies, most of which have only become more entrenched over time. These forces include:

- **A perception that new suburbs are safer and more desirable than existing communities.** Many people believe that suburbs provide them with good value—safe streets, neighborhood schools, a "small-town" atmosphere, close proximity to their local governments, and new (though not necessarily better) community infrastructure.
- **A perception that suburbs are cheaper than urban alternatives.** Owning a starter home in a distant new suburb is still within the financial reach of a typical family, despite the increased commuting costs. The family's financial equation, however, does not take into account the larger cost to society of far-flung suburbs—a cost the family will eventually share in paying.
- **A belief that suburban communities will give businesses more flexibility to grow.** Businesses welcome the tax incentives and freedom from heavy regulation that are often provided in newer suburban communities trying to develop a strong business base. Businesses also view suburban locations as safer—a view reflected in the cost of insurance—and they perceive they will have access to a better-educated work force.
- **Technological changes that have decentralized employment away from traditional centers.** This phenomenon permits dispersal of both jobs and houses across a huge area. The emergence of the "information superhighway" may accelerate this trend.
- **Highway and automobile subsidies that have traditionally fueled suburban growth remain in place today.** Since the 1950s, automobile use has been encouraged by government-financed road-building programs, and for the most part the "external costs" of automobile use (i.e., air pollution) have not been the direct financial responsibility of the individual motorist.
- **Local land-use policies that inadvertently cause sprawl.** In many older suburban communities, "slow-growth" attitudes restrict new development, pushing employment and housing growth to the metropolitan fringe. With a lack of regional planning, each community pursues its own self-interests, regardless of costs imposed on other communities.
- **Fiscal incentives that encourage local governments to "cherry-pick" land uses based on tax considerations.** Under Proposition 13's property-tax limitations, there is little fiscal incentive for many communities to accept affordable housing—and when such housing is built, developers must usually pay heavy development fees. Meanwhile, because communities must raise revenues to provide mandated services, auto dealers and retailers, both big sales-tax producers, receive subsidies to locate in communities.

The result of all these factors is a severe regional imbalance. Housing, jobs, shopping, and other activities are scattered across a huge area and long auto trips are often required to connect them. Such a development pattern imposes a considerable cost on all who use it, though the costs are often hidden and those who pay them are not always aware of it.

THE COST OF SPRAWL

The cost and consequences of sprawl have been documented among academics and planning experts for more than two decades. In the early 1970s, planning consultants Lawrence Livingston and John Blayney produced a landmark study showing that in some cases, a California community would be better off financially if it used a combination of zoning and land acquisition instead of permitting development of low-density subdivisions. A few years later, the U.S. Council on Environmental Quality produced its landmark report, *The Cost of Sprawl*—the first comprehensive analysis of sprawl's true expense to society. As fiscal and cost-benefit analysis techniques have become more refined, the true cost of sprawl has become much more apparent.

Today, no one in California is unaffected by the cost of sprawl. Its consequences spread across all groups, regardless of geography, race, income, or political status.

"Housing, jobs, shopping, and other activities are scattered across a huge area and long auto trips are often required to connect them. Such a development pattern imposes a considerable cost on all who use it, though the costs are often hidden and those who pay them are not always aware of it."

"Today, no one in California is unaffected by the cost of sprawl. Its consequences spread across all groups, regardless of geography, race, income, or political status."

Residents of Central Cities and Older Suburbs

Residents of central cities and older suburbs are among the biggest losers in the sprawl process. Once they were among the most fortunate of metropolitan dwellers, because their central location provided access to jobs, shopping, and other amenities. However, sprawl has penalized them by creating or accelerating the following trends:

- **Loss of jobs and access to jobs.** Residents of older neighborhoods no longer have convenient access to most jobs. This is especially difficult for poor and working-class citizens who must rely on public transportation, because it is difficult to commute to most suburban jobs without a car.
- **Economic segregation and loss of social stability.** By luring middle-class residents from older neighborhoods, sprawl creates destructive economic segregation and robs those neighborhoods of the social stability that will keep them viable. The distribution of income becomes more skewed, and it becomes increasingly difficult for low-income people to escape poverty.
- **Underutilized or abandoned investments.** Businesses are not the only entities whose investments can become stranded when city neighborhoods decline. Individual homeowners and small shopowners can also see a stagnation or decline in property values. And this trend is not only visible in the inner city. Huge investments in older suburban shopping centers, for example, are now threatened because these centers are perceived as uncompetitive.
- **Shifts in political power and government services.** By removing the middle class of all races from older communities, sprawl makes it easier for that middle class to ignore the political and social problems left behind. Thus, revenues fall and it becomes more difficult for older neighborhoods—urban or suburban—to maintain government services, and the incentive for home ownership required to provide the foundation for prosperity.

Farmers

Agriculture remains one of California's leading industries. Yet sprawl continues to take a heavy toll on California agriculture in the following ways.

- **A permanent loss of agricultural land.** Between 1982 and 1987, the Central Valley—California's leading agricultural region—lost almost a half-million acres of productive farmland. Some of this land can be replaced by bringing new land into agricultural production, but often at a high economic and environmental cost. Also, many of California's micro-climates support unique agricultural products that cannot be replaced by land in other areas. Highly productive coastal agricultural lands lost to sprawl cannot be replaced at any cost.
- **A loss in productivity due to pollution.** Sprawl-induced ozone pollution alone can reduce crop yields by as much as 30 percent. According to the Agricultural Issues Center at UC Davis, pollution-induced costs to agriculture exceed $200 million per year.
- **A decline in farm communities.** As sprawl has eroded agricultural production, the effect on farm communities has been devastating. In some cases, rural communities have been transformed into bedroom suburbs, creating destructive commuting patterns while destroying agriculture infrastructure and productivity.
- **Long-term uncertainty.** Sprawl destabilizes agriculture by creating the temptation to "sell out." The prospect of eventual sale to a developer reduces incentives for farmers to make long-term capital investments. In many cases, farmers stay afloat financially only by borrowing against the speculative value of their farm for development—creating a self-fulfilling prophecy of sprawl. Another uncertainty for farmers arises from increased demand for water for urban uses driven by sprawl patterns.

The Environment

Traditional development patterns have taken a massive toll on all three basic elements of the natural environment: land, air, and water.

"Sprawl-induced ozone pollution alone can reduce crop yields by as much as 30 percent. According to the Agricultural Issues Center at UC Davis, pollution-induced costs to agriculture exceed $200 million per year."

"After 50 years of sprawl, California's metropolitan areas are enormous, reaching deep into natural ecosystems that were thriving even a generation ago. Some 95 percent of the state's wetlands have been destroyed over the last 200 years."

direction for the last generation. While the state and the regions have created a leadership void in this area, many local governments have stepped in with their own policies, which often have served to promote sprawl rather than prevent it. Recent research has shown that individual local growth-control policies do not stop development, but merely deflect it—often to another area further out on the metropolitan fringe, where the cost of development is even greater. The question is not *whether* to address sprawl. The question is *how* to address it.

In the early 1990's, the California Legislature convened a consensus project on growth management, and in 1991 Governor Wilson formed a cabinet-level council charged with developing a plan on how the state should address the challenge. A great deal of good work was done and agreement was reached in some areas. These processes did not result in legislative action, but a good foundation of understanding has been established.

As was stated at the outset, this report is not meant to be a manual or a tactical "how-to" on changing development patterns in California. Rather, it is meant as a wake-up call to all Californians that the sprawl issue has a new urgency in the state, and that all of us can play a role in addressing the problem.

To succeed, we will have to set aside individual interests, build on the foundation that has been laid, and work for the good of the whole. We need to address sprawl through community action, public policy, private business practices, and individual behavior. It is our intent that the ideas and examples that follow will be used as a basis for further refinement and concerted action.

First, more certainty is needed in delineating where new development should and should not occur. Sprawl occurs partly because current policy constrains the real estate market by rewarding "leapfrog" development driven by cheaper and more easily developed land on the metropolitan and suburban fringe. The alternative is to be more explicit about conservation and development priorities, targeting actions and policies for better integration of the two.

Using this approach means utilizing land at the suburban fringe more efficiently and encouraging the reuse of land and other development opportunities in already developed areas. It does not mean stopping growth at the fringe, but doing it at density levels that will not promote further sprawl. To succeed, this approach needs more effective public policies encouraging such compact growth and removing barriers to it.

However, the other side of certainty for developers requires commitments to conserve ecologically important habitats and other open space. Accelerating statewide planning efforts such as Natural Communities Conservation Planning (NCCP), which involves voluntary action at the local level and requires consensus among development, environmental, community and local government interests, will enhance our ability to provide greater environmental and economic certainty regarding new development. With its emphasis on biological assessment, ecosystem protection and compatible economic development, NCCP can provide much greater certainty to both those who want to develop their property and those who want to protect the natural environment. Broader use of mitigation banks can facilitate market-based compensation to landowners who choose to help protect ecologically valuable land.

Conservation of other habitat and open space, such as prime agricultural land, will also require us to find creative approaches like the NCCP process. The newly established California Environmental Resources Evaluation System (CERES) will help this process by expanding access to data about important resources in the state.

Regardless of the methods used, much of the leadership for providing greater certainty for conservation and development must come from the state, regional agencies, and local governments working together. But private businesses also have a critical role. Especially in difficult economic times, real estate developers and their lenders know that certainty of approval and availability of infrastructure, rather than speculative leapfrogging, will reduce costs and reduce processing time. Thus, new real estate developments can be brought to market more quickly and cheaply within areas where effective consensus plans for conservation and development have been created.

Second, we should make more efficient use of land that has already been developed.

Older urban and suburban neighborhoods should be reinforced as good places to live and do business, and the process should take place without displacing low-income residents. Sprawl occurs partly because of the perception that older neighborhoods are dangerous, expensive,

"To succeed, we will have to set aside individual interests, build on the foundation that has been laid, and work for the good of the whole. We need to address sprawl through community action, public policy, private business practices, and individual behavior."

"Older neighborhoods must be maintained and improved so they are again desirable places to live and work. Old Town Pasadena, the South of Market area in San Francisco, and the train depot reconstruction in Sacramento are all prime examples of successful restoration projects."

beginning—would also discourage sprawl by including the full assessment of environmental cost in private real estate transactions.

(c) *California's local governments should encourage more efficient and coordinated local land-use policies.* Sprawl has been encouraged by tax revenue competition among local governments for some land uses, such as retail centers, and by slow-growth policies that discourage other land uses, such as housing.

Development patterns that are now truly regional are being created almost completely by an accumulation of local decisions. But some local governments are beginning to show that it is possible to work together toward consistent land-use policies when given the incentive to do so. In planning for the reuse of closed military bases, for example, local governments are forming "joint powers authorities" in which many jurisdictions work together toward a common goal.

The vast majority of Californians choose to locate in large metropolitan areas. But most of these people live in small, politically independent suburban jurisdictions. These local governments must work together toward a consistent set of land-use policies—such as discouraging development on the metropolitan fringe and reinforcing investments in transit systems—that will enhance economic opportunity and quality of life across the entire metropolitan area. Joint powers authorities, such as those created for military base reuse, should be viewed as one model for cooperative planning, and others are needed.

(d) *Technological change should be used to combat sprawl rather than encourage it.* In the past, technological advancements (such as automobiles and government-sponsored freeways) have supported sprawl, requiring expensive after-the-fact government action of questionable value (such as ridesharing requirements). Today we stand at the threshold of a new technological era that offers the opportunity to have more work done at home and in local communities. We must take advantage of the opportunities presented by the information superhighway to improve our land-use patterns rather than further destroy them.

For example, the information superhighway could end up encouraging a further decentralization of jobs to the metropolitan fringe. Freed of a daily commute to a large employment center, some individuals and small businesses will seek to locate in distant suburbs and travel back to older urban centers to do business as needed. This trend could put more pressure on land at the fringe.

However, the telecommunications revolution can also hold the potential for reviving economically troubled areas. Because of its locational flexibility, telecommunications can provide new job prospects for older urban neighborhoods and for rural towns. Both government policy and private business practice should encourage the use of telecommunications to reinforce existing communities rather than further dissipate them.

Fourth, we should forge a constituency to build sustainable communities. Past efforts to reduce sprawl have been hampered because little constituency exists beyond groups of government reformers, some local government leaders, community groups, and conservationists. But, as this report suggests, many other players in California's future will also find themselves increasingly stifled by sprawl. Political alliances must be forged between environmentalists, inner-city community advocates, business leaders, government experts, farmers, and suburbanites to improve the quality of life in all our existing communities and protect our resources.

This will not be an easy task. Most of these groups are focused on their specific agendas and often harbor animosity toward each other even though alliances make long-term strategic sense.

But it is possible. For example, environmentalists concerned about development at the suburban fringe have tremendous opportunities to work with governments and community organizations seeking to increase investment in more central urban areas. Farmers seeking a long-term future in agriculture near an urban area can form very effective alliances with those working to protect resources. Community groups, government agencies, and builders can explore new marketing and funding options that support homebuilding closer to major transit lines, taking advantage of the huge demand for housing created by the state's dramatically changing demographics. Taxpayers concerned about the inefficiency of governmental expenditures can join with those working to make better use of infrastructure in existing urban areas. There are literally dozens of such alliances waiting to be created.

We must act now. The decisions we make in the next few years will determine California's future course—and its chances for success. To build a strong economy and retain a good quality of life for the 21st Century, we must move beyond sprawl to a new vision of community in the few remaining years of the 20th Century. ■

ACKNOWLEDGMENTS

All of the report's conclusions may not be endorsed in their entirety by each of the four sponsors. At the same time, each of the organizations believes that the time to act is now and that this report can help advance the public dialogue about California's growth and development.

The sponsors are grateful for the assistance provided by Steven Moss and his associates at the consulting firm of M. Cubed for developing much of the basic research behind this paper. We are also indebted to William Fulton for conceptualizing and drafting the paper. His clarity of vision helped consolidate our thinking into a comprehensive whole. If you would like to comment on the paper, or obtain additional copies, please contact any of the following sponsors:

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Bye-Bye, Suburban Dream

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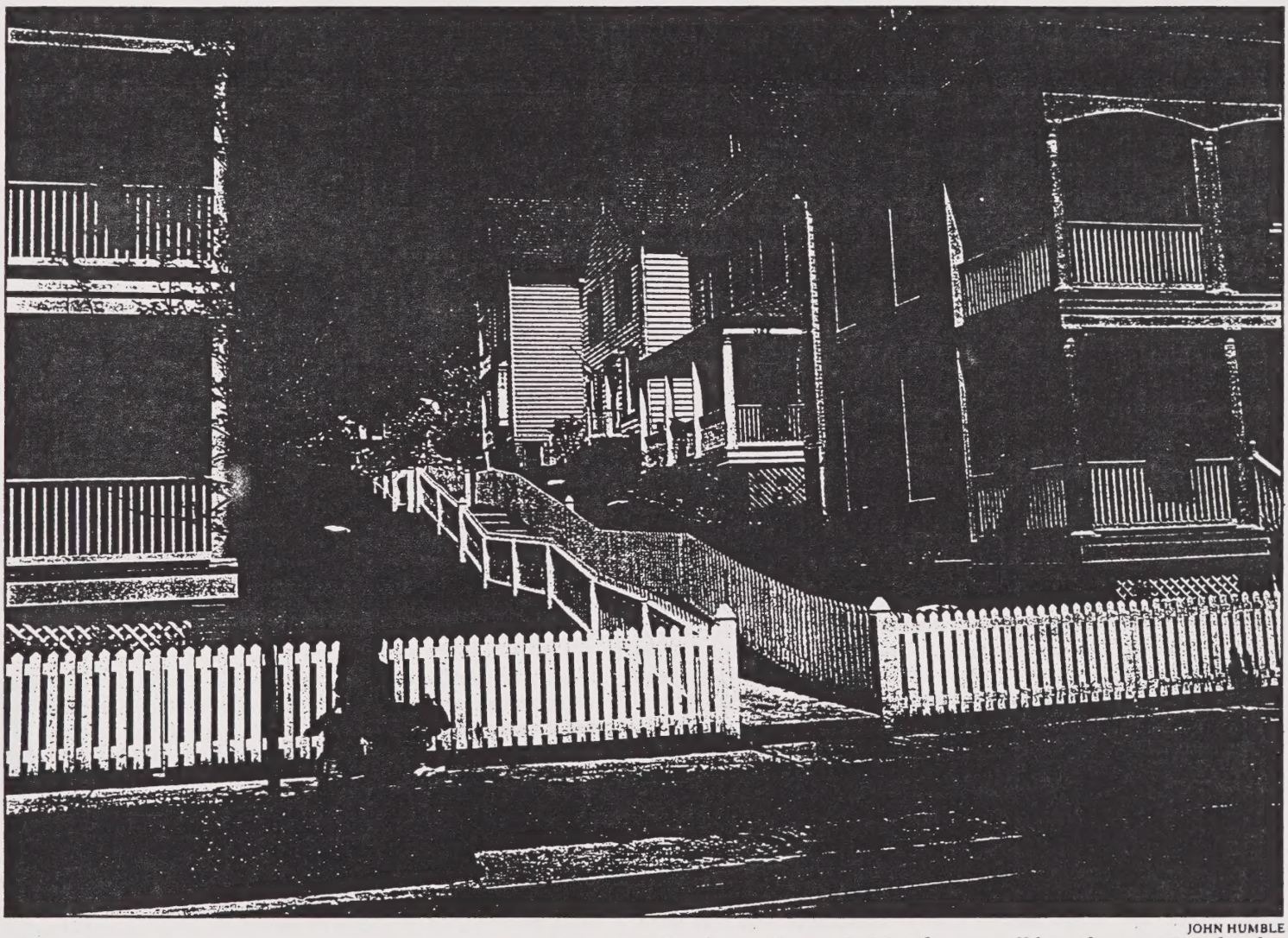
Paved Paradise

The 'new urbanists' are going back to the future to take the edge off edge cities. They want to bring small-town charm to blighted metropolitan landscapes.



JOHN HUMBLE

Porches, gables and picket fences—all brand new at Kentlands

VIEWED FROM THE AIR, THERE'S NO APPARENT REASON why a city like Phoenix, Ariz., already the seventh largest in the nation, couldn't keep growing forever. Four times a year, a pilot from Landiscor, an aerial-surveying company, flies over the city at 20,000 feet, snapping pictures to be assembled into vast photographic maps. They show the white boxes of downtown, the graceful loop of the freeways as they intersect and sort themselves out by compass point, and the gleaming roofs of suburbia stretching to the horizon in nested curves of roads, streets, drives and lanes. The pictures from the end of March show 5,000 more houses than the ones taken three months earlier. Houses squeeze through the gap between two Indian reservations and follow the highways into the desert, which they are consuming at an acre an hour. Excluding federal land, the only thing standing in the way of Phoenix's swallowing the rest of the state, says

WONDERFUL TOWN

Some people consider such communities too cute, but cuteness is the glue that holds them together at five units an acre

Michael Fifield, director of the Joint Urban Design Program of Arizona State University, is Tucson.

Unless, that is, you subscribe to the view of former mayor Terry Goddard, that Phoenix is approaching the marginal disutility of suburban sprawl. This is the point at which each new subdivision

subtracts more from the quality of life than the new inhabitants will contribute to the economy by buying wind chimes, mesquite logs and Navajo-motif throw rugs. Many other places in the country are coming round to this view. Most suburbs are exploding in size without even the compensation of economic growth; the Cleveland metropolitan area expanded by a third between 1970 and 1990 even as its population declined. Over roughly the same period, California's population increased by 40 percent while the total of vehicle-miles driven doubled. Maintaining a fleet of cars to navigate among the housing tracts, commercial strips and office complexes of the American landscape now takes 18 percent of the average family budget.

As anyone who reads the fiction in The New Yorker knows, Americans mostly live in banal places with the souls of shopping malls, affording nowhere to mingle except traffic jams, nowhere to walk except in the health club. By itself, this hasn't been a reason to stop building suburbs. But economic unsustainability may carry more weight. A conference on "Alternatives to Sprawl" at the Brookings Institution this year was electrified by a report from the Bank of America endorsing the formerly elitist view that sprawl in California has created "enormous social, environmental and economic costs, which until now have been hidden, ignored, or quietly borne by society ... Businesses suffer from higher costs, a loss in worker productivity, and underutilized investments in older communities." "You can't keep spreading out," says Mike Burton, executive director of Portland, Ore.'s metropolitan government, Metro. "The cost to make roads and sewers gets to the point where it doesn't work."

JOHN HUMBLE

Kids waiting to cross a multilane road in Temecula, Calif.

NO STREET OF DREAMS

The 'civic center' of many suburbs, designed for the convenience of the car, is a strip mall along a six-lane highway

THE CHALLENGE IS TO DEVISE AN ALTERNATIVE TO SPRAWL, where people can envision their children playing in the streets. It must not evoke "the city," an alien place where by definition middle-class Americans refuse to live. So a growing corps of visionaries, of which the best-known are Miami-based architects Andres Duany and his wife and partner, Elizabeth Plater-Zyberk, are looking to an even older model—the "village," defined as a cluster of houses around a central place that is the focus of civic life. Under the banner of "new urbanism," they have promulgated some surprisingly simple and obvious rules for building better suburbs, described in detail on the following pages. They can be roughly summarized in these three principles:

■ **Density:** A typical modern suburb may have one to two dwelling units per acre, and is laid out entirely for the convenience of the automobile. The new urbanism strives for five or six units per acre, including a mix of housing types: detached houses, row houses, apartments, "granny flats" tucked away above the garages. In theory—and the new urbanism still exists mostly in theory—the village would extend no more than a quarter-mile from the center to the edge and include a transit stop and a place to buy a quart of milk and a newspaper (actually, probably, a decaf latte and a copy of The Kenyon Review, but the point is the same).

■ **Civic space:** Suburbs—except for the streets—consist of almost exclusively private space, much of it devoted to the single most useless form of plant life in all botany, the ornamental lawn. A suburb is a place that's two-thirds grass but with nowhere for kids to play ball, except in the streets. Communities need parks and outdoor public spaces in which people can gather and interact.

■ **Mandatory design codes:** Obviously, no one with a choice in the matter would want to look out his window at a 7-Eleven. New urbanist practitioners impose elaborate design and zoning controls intended to create harmonious streetscapes. The results can be intensively cute and not to the taste of people unaccustomed to seeing dormers, gables and porticoes on every building. But cuteness is the glue that holds neighborhoods together at five units per acre.

Like most visionary architectural schemes, this idea has sold more books than houses. Its principles were known to planners early in the century, when such charming communities as Scarsdale, N.Y., Mariemont, Ohio, and Lake Forest, Ill., were built. But they were forgotten in the postwar rush to build suburbs on the same principles of efficiency that had been employed in constructing army bases. Their first new application came a decade ago, when Duany and Plater-Zyberk drew up plans for a small resort town on the Florida panhandle, called Seaside. Seaside—with its cozy, narrow streets, its jumble of pastel homes with mandatory front porches—is probably the most influential resort community since Versailles. Prince Charles noted it approvingly in his BBC special on architecture. Since then other "neotraditional" developments have been built in places as far-flung as suburban Maryland (Kentlands, also planned by Duany and Plater-Zyberk) and the outskirts of Sacramento, Calif. (Laguna West, planned by Peter Calthorpe of San Francisco). But the real test of this idea will come in about a year, when the Disney Co. opens its first planned community ever, Celebration, Fla., on a 5,000-acre swath of land near Disney World. After considering a typical subdivision built around a golf course, the company opted for a plan which vice president Wing Chao described as "traditional little-town America." Celebration will either validate the new ur-

banism with the imprimatur of Disney—"safe for middle-class consumption"—or prove the point of its critics, that it's a plot to lure unwitting citizens into living in theme parks.

You can look at Phoenix as a pretty good example of what the new urbanism is up against. It is among the five fastest-growing metropolises in the country, and few places are as relentlessly suburban in character. It has a downtown so exiguous that a pedestrian outside its biggest office building at 9 on a weekday morning is a phenomenon as singular as a cow in Times Square. Meanwhile the new subdivisions race each other toward the mountains. Del Webb Corp., a major national developer, recently won approval over heated opposition for a 5,600-acre project in New River, 30 miles north of downtown and at least 10 miles beyond the outer edge of existing development. The environment, which to developers used to just be the stuff they knocked down to make room for houses, is now a cherished selling point. There is a catch, according to Frances Emma Barwood, a city council member who represents most of the sparsely populated northeast quadrant of Phoenix: "The people who bought houses in Phase One [of a popular development] were told they'd be surrounded by beautiful lush deserts, but instead they're surrounded by Phases Two and Three."

'Seaside' planner

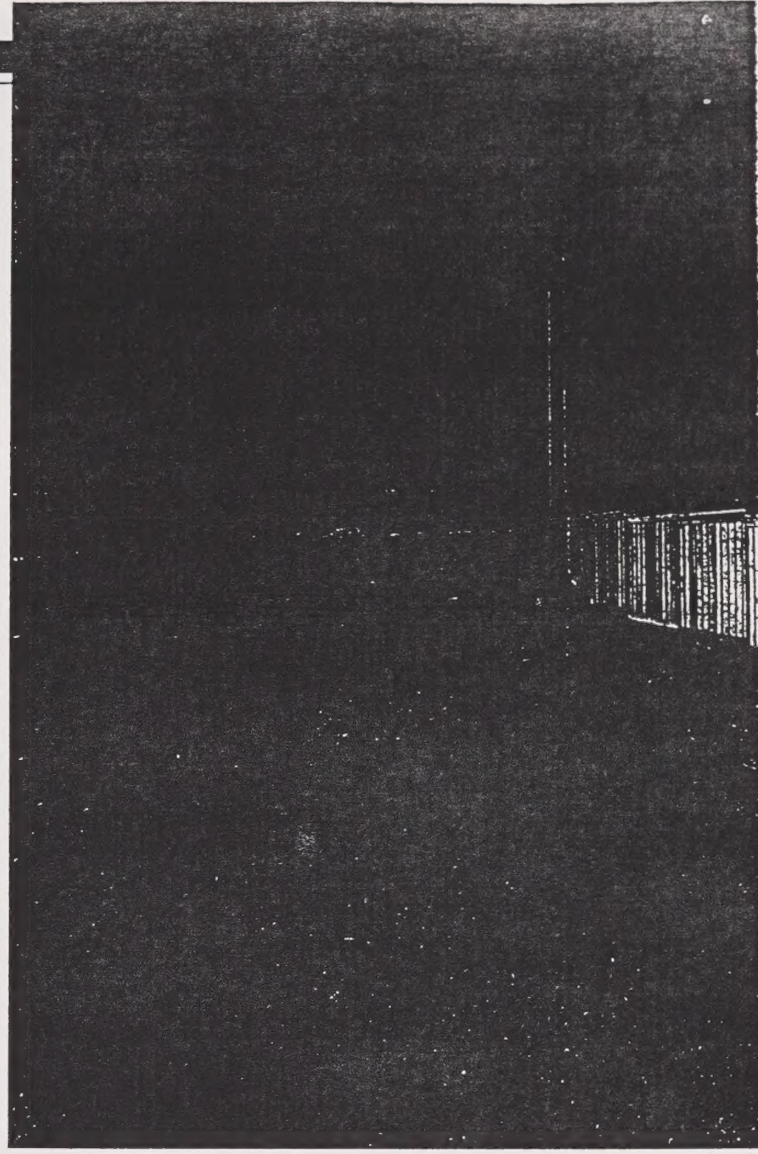
American city planning went to hell during World War II, says Andres Duany, the architect who, with his wife and partner, Elizabeth Plater-Zyberk, designed the neotraditionalist town of Seaside, Fla. "Any town-planning text prior to 1935," he says, "has references to social issues, to technical issues, to esthetic issues." But after the war, specialists and bean counters took over. It was as if America had suffered a stroke: "We lost language, we lost the ability to think complexly." As a result, "the suburbs we have are cartoons of planning."

LEFT BEHIND IN THIS RUSH TO embrace nature are thousands of 1960s-era ranch houses that are too old, small and unfashionable to attract middle-class buyers, and as a result are turning into that new American phenomenon, the suburban slum. This may be the fate of an area called Maryvale, which like all west-side suburbs suffers from the competitive disadvantage that commuters must drive into the sun both ways. Interspersed among the houses are large tracts of vacant land, dreary commercial strips and a mall, once the cynosure of a thriving neighborhood, now dark and empty. "For the same money that Del Webb is spending in New River, I'll bet they could buy up most of this area and rebuild it," Goddard says. "What is the imperative that says we have to go to a beautiful rural area when we have all this land a few miles from downtown? We're destroying ourselves in shorter and shorter cycles."

The imperative, as Goddard well knows, is "the market." To build in an existing neighborhood, says Jack Gleason, a senior vice president at Del Webb, is to "run against the market, instead of with it." Banks are reluctant to lend to such "infill" projects because they have no assurance the houses will sell. A prime engine of Phoenix's growth apparently consists of middle-aged couples fleeing California. This is a market, Gleason notes, heavily driven by "security," the polite term for "fear." "Fear of crime is a great motivator for development," says Joe Verdoorn, a Phoenix planner. "Everybody wants to be on the far side of the freeway."

So the new subdivisions go up behind ocher-colored stucco walls six feet high, with guards and gates between the public roads and the inner sanctum of residential streets. Other kinds of barriers defend something nearly as dear to suburbanites as their own skins, property values. Homeowners are isolated by design from apartments, shops, public squares or anything else that might attract people with less money or of a different race. Deed restrictions and community associations see to it that no one will ever bring down the tone of the neighborhood by turning his living room into a beauty parlor. Success for a development lies in freezing for eternity the social and economic class of the original purchasers.

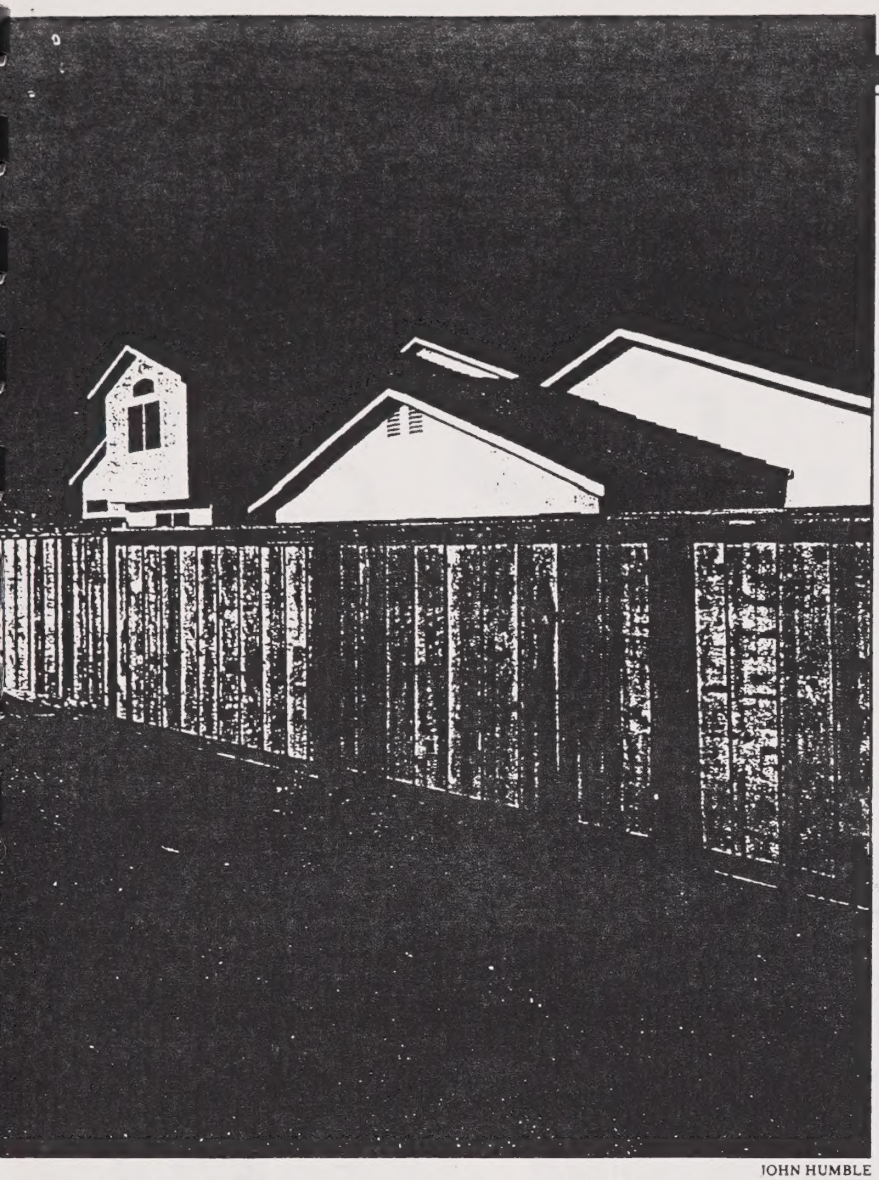
No wonder they're so sterile—sterility is designed into them! Anything else is a threat to the steady appreciation of resale value homeowning Americans take as a basic economic right. You drive down the wide, curving streets of Terravita, in north Scottsdale, whose sales slogan is "The Harmony of Land and Life," and the only signs of "Life" are the saguaro cactuses, which accrue at the rate of about an inch a year. The houses themselves are magnificent monuments to family life: thoughtfully designed, carefully constructed, with master bath suites the size of the Oval Office, but the face they turn to the street is the blank brown plane of a three-car garage.



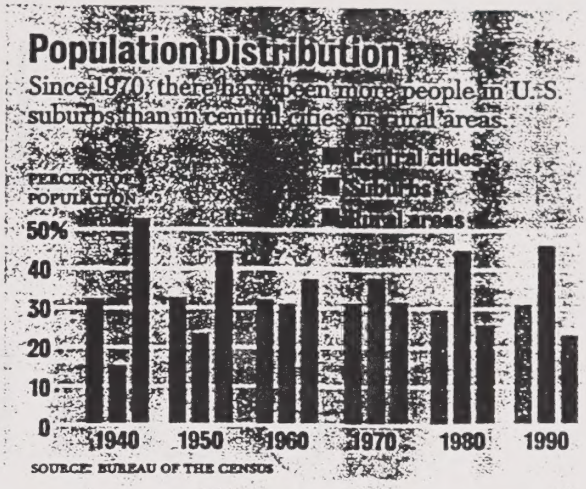
In California, old farms are sprouting more houses than crops

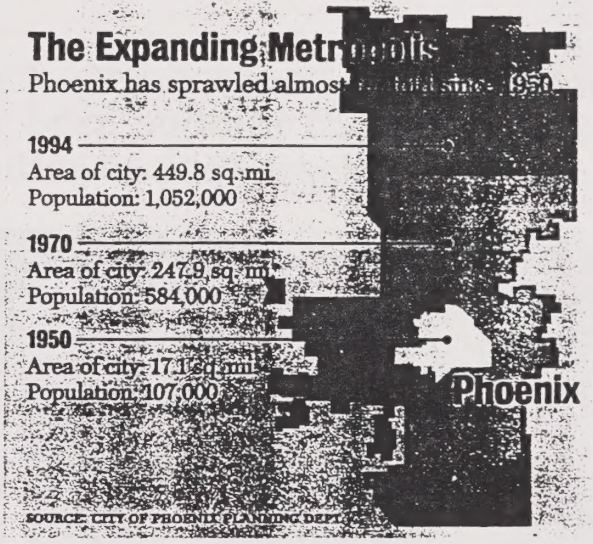
DON'T FENCE ME IN

To run with the market is to develop virgin land farther out, not to rebuild dying communities closer to the city



JOHN HUMBLE





TO EVEN THINK OF CHANGING THIS CULTURE IS AN ENORmous task. It runs counter to the dominant ideology of free-market economics, which in its reductive fashion holds that developers by definition are building what people want to buy. "There is this strange conceit among architects," says Peter Gordon, a professor of economics at the University of Southern California, "that people ought to live in what they design. If you look at how people really want to live in this country, suburbanization is not the problem, it is the solution." And for that matter, Oscar Newman, a celebrated New York-based urban planner, describes the new urbanism as "a retrogressive sentimentality." American families typically live in a neighborhood for three to five years, forming communities based not on common birthplace but on interest: young singles, families with children, "active adults." Who among us, Newman asks, really wants to re-create the social ambience of an 18th-century village? He thinks the suburbs need *more* exclusivity, gates and barriers where none exist already, recognizing that most of us are going to live among strangers for most of our lives.

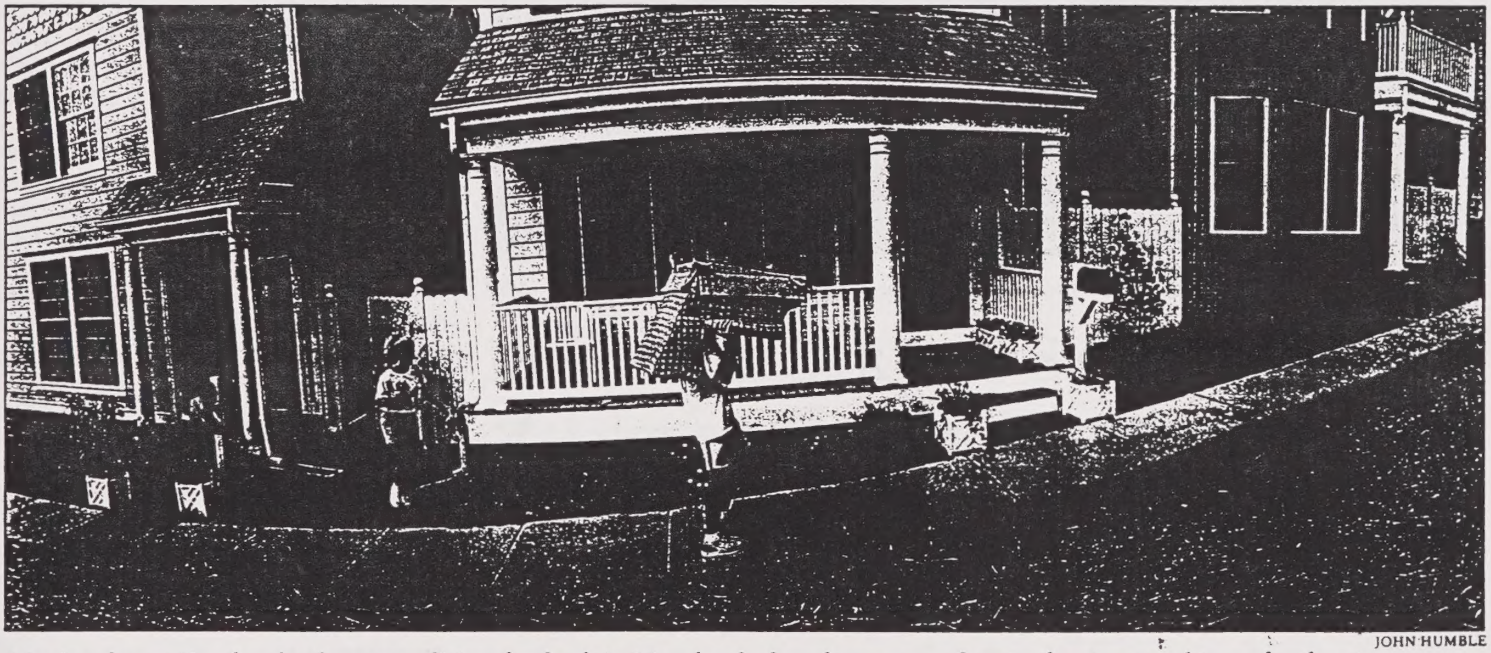
On the other hand, people can buy only what's for sale. The housing market is notoriously conservative and conformist, if for no other reason than that most people expect to sell their houses someday. Perhaps more people would choose to live in urban villages if they were exposed to them. "If you ask people if they want 'density,' they will always say no," says Peter Katz, author of "The New Urbanism." "But if you ask if they want restaurants and schools and other things close to where they live, they say yes." But you couldn't build a village in most places in the country even if you wanted to. Suburban sprawl is built into the zoning codes of most communities and the lending policies of virtually every bank. For new villages to become a reality, they will have to get past a phalanx of planning boards and bank officers, whose first principle is, "Nobody ever lost his job for following the code."

We are, nevertheless, on the verge of a great opportunity. Americans moved to the suburbs for the best of motives—to give their children better schools, cleaner air, a place to ride their bicycles without getting their tires caught in the trolley tracks. Suburbs should teem with life, with humanity in all its diversity (or as much diversity as you can find within one standard deviation of the median family income)—with people walking, running, biking, rocking. But their design has promoted instead the ideals of privacy and exclusivity: the clapboard-sided ranch house, evocative of empty plains; the brick colonial, hinting at descent from the Virginia aristocracy. We can continue the trend of the last 40 years, which Gopal Ahluwalia, director of research for the National Association of Homebuilders, complacently describes as bigger houses, with more amenities, situated farther from the workplace. Or we can go down a different path, which probably will begin with the kind of humble observation a visitor made at a subdivision near Phoenix recently. Like most new developments, this one aimed to conserve water for important uses—namely the golf course—by landscaping the houses with gravel and cactus rather than lawns. As the visitor paced the lot with a puzzled look, it suddenly dawned on him that the desire for an acre of land is not an unvarying constituent of human nature. "Gee," he remarked wonderingly to a saleswoman, "if it's all gravel, you don't really need that much of it, do you?"

With MAGGIE MALONE *and* PATRICK ROGERS *in New York,* NINA ARCHER BIDDLE *in Memphis,* SPENCER REISS *in Miami,* JEANNE GORDON *in Los Angeles,* PAUL KANDELL *in San Francisco and* DANIEL GLICK *in Washington*

15 Ways to Fix the Suburbs

Most of us actually know what we want in a neighborhood—we just don't know how to get it, because developers have been building the wrong thing for 50 years. Here's how to get our communities back on track.



JOHN HUMBLE

Moving day at Kentlands, the neotraditional suburb in Maryland where houses are close to the street and to each other

FOR DECADES, ANTON NELESSON OF RUTGERS University has been using the tools of science to pursue that most elusive and subjective quality, happiness. When a developer comes into a community, humbly seeking permission to re-create ancient Pompeii on the site of an old Go Kart track, the town's planners commission Nelesson to survey the populace and determine if that's what they'd actually like there. Using photographs, models and questionnaires, Nelesson has surveyed people all over the country, and these are some of the things he's found:

■ "Everybody will call for a green open space in the middle—that's automatic. They will put the major community buildings around the plaza, then group the houses on relatively narrow streets. Ninety-nine percent don't want streets that are more than two lanes wide. At the edges of the village they leave open space."

■ "With two working spouses, [smaller lots] make a lot more sense. You don't want to mow that big lawn."

■ "People have a fundamental, psychological, spiritual response to nature. If you show them recently built multifamily housing or office parks, they go negative. A small, traditional neighborhood is what people want. They don't know how to get it."

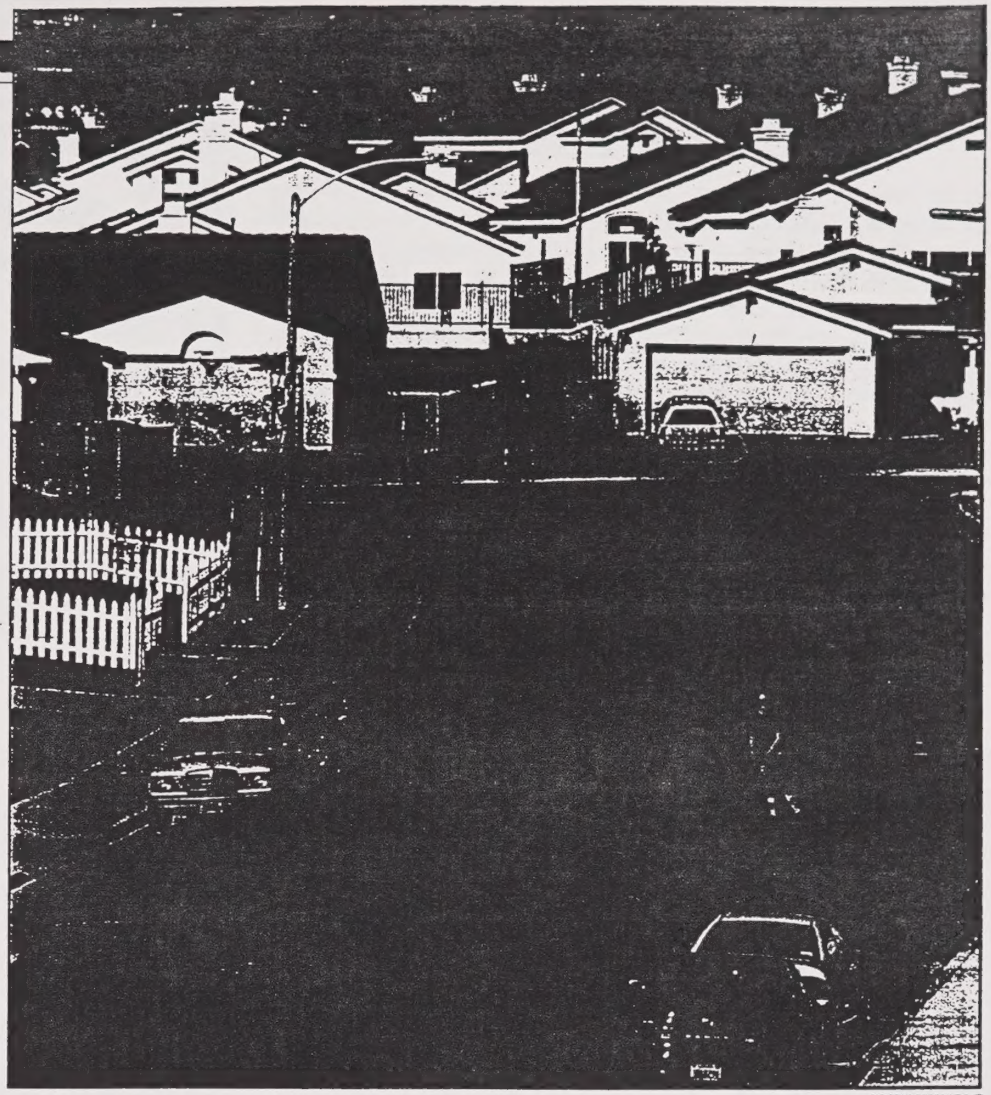
Well, of course they don't: most of them haven't even seen a "small, traditional neighborhood" in years, if ever. But they instinctively choose it anyway. The premise of the new urbanism is that people can have the kinds of neighborhoods they say they like. Architects know how to design them, developers can build them, banks can make money on them. All it takes is a measure of political will to overcome the inertia of 50 years of doing things the wrong way . . . and the application of a few simple rules. ■

Give Up Big Lawns

1 ONE USEFUL WAY TO DEFINE A SUBURB is "a place that grows lawns." The great postwar disillusionment began for many Americans when they left the city in search of a simpler life and discovered that watering, fertilizing, weeding and mowing the measliest yard takes more time over a year than the average New Yorker spends looking for parking. And the expanses of front lawn themselves serve no purpose but their owners' vanity—except that most suburban communities require them, on the theory that large setbacks help preserve the bucolic character of a community.

That may have been true in the 1920s, when suburbs were being settled 30 houses at a time. But when highways opened up huge areas of countryside after the war, large-lot zoning had the opposite effect: by spreading population over a larger area, it accelerated sprawl. If zoning boards weren't so fearful of "density," they could require developers to cluster houses and set aside land nearby for open space and recreation. This is also a more efficient way to build a community. Houses that are 100 feet apart, obviously, have 100 feet of unused road and utility lines between them. School buses have that much farther to travel.

And the goal of making a walkable community is defeated when houses are spread out on huge lots. Even the depth of the front yard turns out to make a crucial psychological difference. When houses are set back behind 30 feet of lawn, the streetscape becomes oppressively desolate: your perspective changes so slowly you don't feel you're reaching a destination. Probably no single change would improve the quality of suburban life as much as shrinking the size of lots—and it would actually make houses cheaper.



JOHN HUMBLE

This wide street in Temecula, Calif., is fine for cars but not for kids and other pedestrians

Bring Back the Corner Store

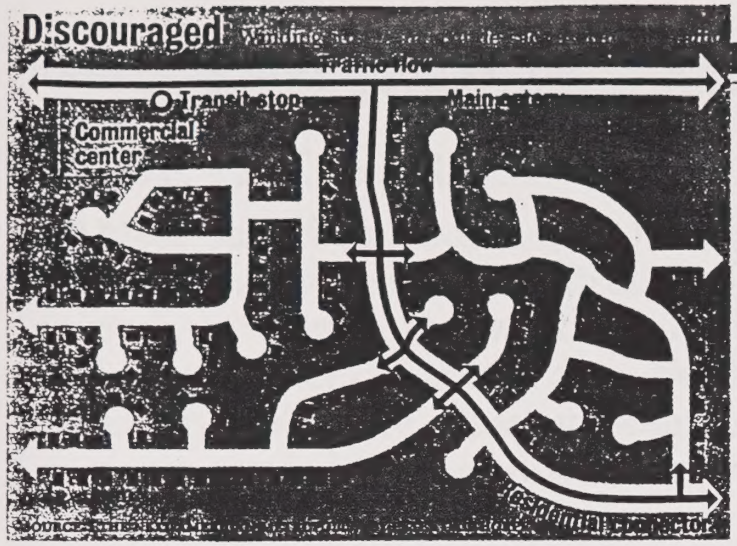
2 THE SUBURBAN CONDITION, SAYS architect Peter Calthorpe, "is a landscape of absolute segregation . . . not just in terms of income, age or ethnicity, but simple functional uses." This is so obvious that most people no longer see the absurdity of making a five-mile round trip for a loaf of bread. That is, as long as they have a car; for anyone not so blessed—children, the elderly or handicapped, people who can't afford a car for every member of the family—it's nuts.

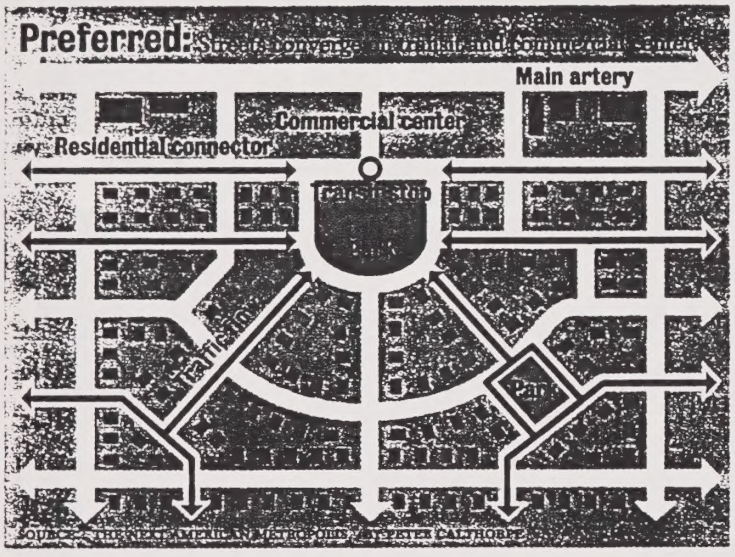
Again, this is a function of good intentions undone by the explosion of suburbia. What worked in a compact neighborhood in a city—a dry cleaner, a drugstore, a corner grocery—became grotesque when blown up a hundredfold and applied to whole counties. Shopping strips stretched for dozens of miles along the highways, while the curving streets of suburbia wormed their way ever deeper into the countryside.

Obviously, malls and supermarkets, with their vast selections and economies of scale, will never be supplanted by neighborhood shopping streets and corner groceries. But it still should be possible to provide some of the necessities of life within walking distance of many people. Then you could send your kid out for that bread—and a newspaper while he's at it.

Make the Streets Skinny

3 Modern subdivisions are designed to be driven, not walked. Even little-used streets are 36 feet or 40 feet wide, with big sweeping curves at the corners. It's great for cars: traffic barely needs to slow down. But for those on foot, the distance is daunting. Narrow streets—as little as 26 feet wide—and tight, right-angled corners are a lot easier for walkers, and probably safer as well, because they force drivers to slow down. One objection: fire departments worry about getting trucks through. But that hasn't been a big problem in old nabes in cities like New York and Boston.





DROP THE CUL-DE-SAC

4 The cul-de-sac, a fancy term for "dead end," has emerged as the street plan of choice for modern suburbs. Its great advantage—the elimination of through traffic—is also its weakness, because it compels everyone in a given subdivision to use the same few roads, often at the same times. Anyone attempting to travel on foot or by bicycle will eventually wind up on the shoulder of a busy highway—and probably give up. But streets don't have to be like that: they can follow predictable routes and interconnect. This gives motorists a choice of routes, so they don't all pile up every morning waiting to make a left turn at the same intersection.

DRAW BOUNDARIES

5 IN AN ABSOLUTE SENSE, THERE IS NO REAL SHORTAGE OF land in the United States; if the entire population lived on an acre of land per household, it would occupy less than 5 percent of the contiguous 48 states (plus all of Canada and Mexico for parking). But in the regions where Americans actually want to live, they are swarming into the countryside, covering whole counties with "edge cities" flung outward from the beltways as if by centrifugal force. New York City's suburbs reach across the whole state of New Jersey into eastern Pennsylvania, nearly 100 miles from Times Square. To new-urbanist theoreticians, this is the disastrous result of shortsighted government policies, such as the bias in the federal mortgage-guarantee program toward detached houses on large plots of land. To free-market economists, it represents the sum of millions of choices by informed individuals who have decided that, on balance, getting up before dawn in Bucks County beats a full night's sleep in Brooklyn.

But sprawl is not a necessary component of affluence. In Europe and Japan, governments have proclaimed "urban-growth boundaries," beyond which development is more or less prohibited. Even in a democratic country such as Holland, a businessman seeking to live on a farm and drive into the city to work would have to request permission from the government—and he might not get it. Try telling that to Lee Iacocca. Contrary to popular American political theory, these regulations haven't noticeably affected the prosperity of Western Europe—nor of the one major American city that has instituted its own urban-growth boundary: Portland, Ore.

In Oregon, naturally, no one would prevent the hypothetical businessman from living on a farm; he just couldn't sell it off for a subdivision when he retired to Palm Springs. More than 20 years ago, planners for the Portland metropolitan area drew a line around 325 square miles—covering 24 municipalities and parts of three counties—and designated it to receive virtually all population growth. Along the way they have reduced the average lot size for detached houses from 13,000 square feet to an average of 8,500 square feet—roughly the difference between putting three and five units on an acre. The proposed future goal is an even mingier 6,600 square feet. Between now and the year 2040, Portland's planners expect the population to grow some 77 percent, but they are committed to an increase of residential land use of only 6 percent. Instead of planting more "edge cities" at the arbitrary points where freeways intersect, Portland has concentrated job growth in its downtown. The urban-growth boundary has been so successful that even a conservative property-rights group, Oregonians in Action, endorses the concept (although it argues with some details). Imagine how Los Angeles would look today if it had done this 20 years ago.

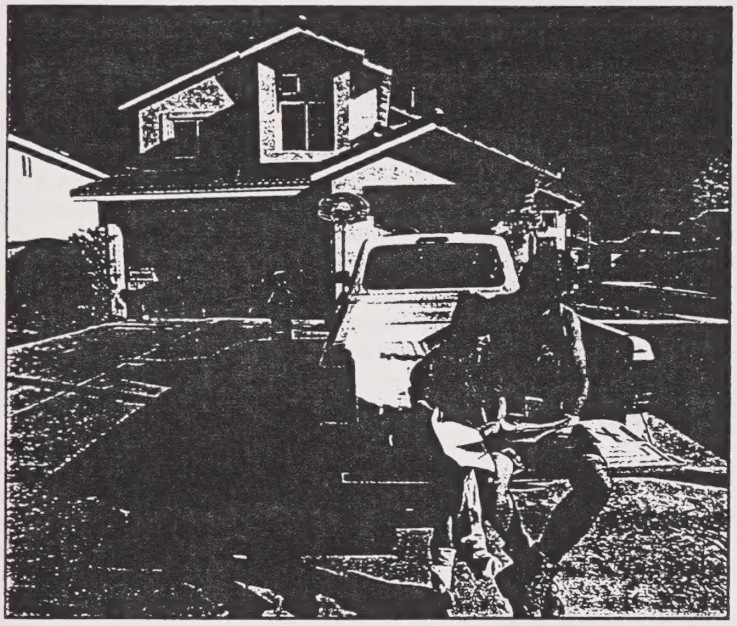
JAMES D. WILSON—NEWSWEEK

Leading new urbanist

Nothing irks Peter Calthorpe more than "naysayers who say that Americans don't want to live in high-density cities—they want the suburbs, as though there were only two choices!" According to the San Francisco architect, "The answer is to understand there are a huge number of people with different lifestyles. There are different densities in new urbanism, some low, some high. Neighborhoods that have diversity—cafés, recreation, casual social encounters—will be increasingly important. Suburbs aren't just about bedrooms anymore."

HIDE THE GARAGE

6 Most suburban houses give the appearance that they are first of all places to park, turning to the world the blank and desolate face of a garage door. Neighborhoods look more pleasant when garages are put behind the houses, accessible by side yards or by alleys.



JOHN HUMBLE

Multicar garages turn an unwelcoming face to the street

MIX HOUSING TYPES

7 OF ALL THE WAYS TO IMPROVE THE SOCIAL AND PHYSICAL organization of the suburbs, none would be as subversive as breaking the monopoly of single-family detached homes: that endless alternation of "Crestwoods" and "Auroras" intended to foster the illusion of preference in buyers' choosing between four bedrooms and three bedrooms plus a den. Homogeneity is the very essence of the suburbs. Attached houses, rental units, shops or businesses—anything that might attract traffic and its attendant evil, a decline in property values—are banned.

This is a fairly new phenomenon in human history. For most of the last 9,000 years, most people inhabited villages, where by definition nothing was very far from anything else. As late as the 1940s, for that matter, Memphis, Tenn., developer Henry Turley grew up in the kind of haphazard city neighborhood that is the despair of sensible planners: a jumble of stores, shacks, flats, walk-ups and decaying mansions, all suffused with the vivid street life neighbors made for themselves in the era before air conditioning lured them indoors. It is, of course, beyond the power of zoning to bring back those days, even if we wanted them back, but it may be possible to recapture some of the energy and spirit that characterized American civic life before television clamped its monopoly on public discourse and entertainment. So in 1987, when Turley bought a 135-acre vacant plot on an island in the Mississippi five minutes from downtown Memphis, he embarked on a radically different kind of development, which began not by asking "What will the county let me build?" or "What will the banks finance?" but "What kind of place do people want to live in?"

The result was Harbor Town, intended to be "a slice of the world—the more complete and varied the better." There are houses ranging in price from $114,000 to $425,000, which contrasts with a typical subdivision in Phoenix, Ariz., for example, where the seven basic models run the gamut from $271,990 to $316,990. There are town houses and apartments, and shops being planned. Developers had tried mixing housing types in the "planned communities" of the 1970s, but in those each use was isolated in its own thousand-acre quadrant; in Harbor Town they are all within a few blocks of each other. Turley seems to have decreed that instead of golf, the leading recreational activity would be chatting with neighbors while watching the sun set over the river, so he set the houses close together and built cozy village squares. The houses themselves are an eye-popping collection of styles, including Charlestown provincial, Cape Cod and Bauhaus modern, but they have an underlying unity based on materials (mostly clapboard or wood siding) and the ubiquitous new-urbanist amenity, porches. Turley expects to make money on the project, when it's completed in 1997, but he also has a higher aim. "Democracy assumes—*demands*—that we know, understand and respect our fellow citizens," he says. "How can we appreciate them if we never see them?"

PLANT TREES CURBSIDE

8 Nothing humanizes a street more than a row of trees shading the sidewalk. But they must be broad-leafed shade trees such as sycamores or chestnuts, not the dinky globular things like flowering pears that developers favor in parking lots. And they should be planted out at the curbline, where they will grow out to form a canopy over the roadway. Why don't more places have such an obvious amenity already? Because traffic engineers worry that people might drive into them.

DIANE COOK/LEN JENSHEL

Strolling under a canopy of spring blossoms

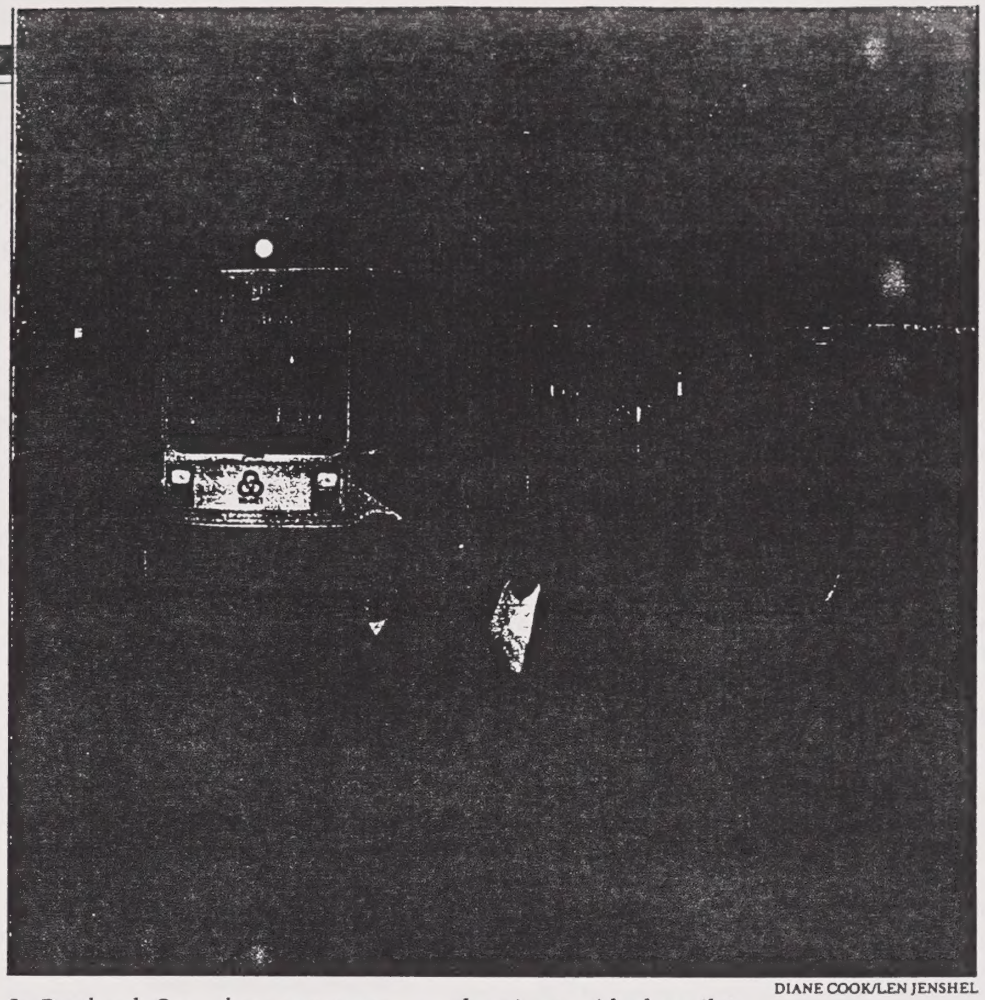
PUT NEW LIFE INTO OLD MALLS

9 THEY'VE GOT FOUNTAINS, HANGING ferns and ice rinks, and if you stay in one long enough you may eventually hear "Wichita Lineman" rescored for 140 violins, but most shopping malls are, essentially, just vast sheds that consumers trudge through until, with nothing left to spend, they are spit out into the parking lot. No wonder people are so quick to desert them when a bigger one opens up down the road. Ghost malls are no longer a rare sight in America. Phoenix has at least two, including one right across the street from several of its largest office buildings. But the land they occupy can, with some ingenuity and a lot of money, become the nucleus of a real neighborhood, an architectural adornment rather than a hulking blight.

The process is happening first with strip shopping centers, which are usually older than enclosed malls and less complex architecturally. The first step is to transcend the definition of a "shopping center" as a grouping of unrelated stores in the middle of a parking lot. That pretty much described the New Seabury Shopping Center, a dreary 1960s-era strip mall on a busy highway in Cape Cod, Mass., about 70 miles from Boston. A decade ago, the owners decided to redevelop it on a radically different scheme, modeled on a New England town. New streets were laid out in what had been the parking lot; new shops were built in the neglected area behind the existing ones. A 25-year development plan was drawn up, envisioning a substantial community; offices, a library, a church and a senior-citizens' home have already been built.

Parking was redistributed along the curbs of the new internal streets. This makes for some congestion and inefficiency, but lessens the frustration of trudging down long aisles of parked cars toward a distant mall entrance. Developer Douglas Storrs says that shoppers find the strength to walk as much as half a mile down the sidewalks of what is now called Mashpee Commons, passing shop windows, benches and planters. The same people reach the threshold of exasperation when they have to park more than 400 feet from the door to an ordinary mall.

There are other examples, including Mizner Park, in Boca Raton, Fla., where a failing shopping center was replaced with a 28-acre mixed-use development organized around a new public park. To be sure, not all developers will be this ambitious with their properties. But as a first step, hiding the ugly collection of Dumpsters and loading docks on the backsides of strip malls could eliminate a lot of suburban blight.



DIANE COOK/LEN JENSHEL

In Portland, Ore., these commuters are choosing to ride the rails

PLAN FOR MASS TRANSIT

10 Is there any way to get Americans out of their cars and into buses and trains? In Los Angeles, not even an earthquake sufficed; only about 2 percent of drivers switched to mass transit after their freeways fell down last year, and most of them went right back to driving as soon as the roads were patched up.

The problem is that transit seems to need a critical mass to work, and many metropolitan areas (Los Angeles among them) are just too spread out. Many commuters seem to think that if you have to drive to the train station anyway, you might as well just keep going to the office.

Hence Calthorpe's idea for the "pedestrian pocket": a relatively dense settlement within a quarter-mile walk of a transit stop. In Portland, Ore., they're building the transit line *first*—putting stops literally in the middle of empty fields—in the expectation that the development will follow.

LINK WORK TO HOME

11 SUBURBS ARE NO LONGER JUST BEDROOM communities; the dispersal of employment out of the central cities has been going on for a generation. (As the writer William H. Whyte demonstrated two decades ago, big corporations leaving the city tend to relocate within a few miles of the chief executive's house.) But the result—the oxymoronic "office parks" consisting of indistinguishable glass cubes amid a token fuzz of grass and a giant parking lot—is just a higher class of sprawl than the gas stations and fried-chicken places that would have been built there instead.

If companies don't want to be downtown, they should at least attempt to integrate their offices—or factories, for that matter—into communities. Nobody wants to live next to a steel mill, naturally. But in Laguna West, outside Sacramento, people are happy to live within a quarter-mile of an Apple Computer plant, which provides 1,200 white-collar and assembly-line jobs. Apple agreed to locate there after the community was already planned; developer Phil Angelides says the company liked the idea that executives and workers could afford to live in the same community. Playa Vista, a new-urbanist community being planned for Los Angeles, has been mentioned as a possible home for the DreamWorks SKG multimedia company. It could be an updated—and very upscale—version of the company town, which in this case will comprise 13,000 houses and apartments, shops, a park, promenades and jogging trails along the last tidal marsh in the city.

Calthorpe believes that more businesses will move to new-urbanist projects as they grow disillusioned with the traffic and isolation of their office parks. "The idea is not necessarily to live in the same development you work in," he says; "there are a lot of criteria for where you choose your house. But if people can walk to a park, to midday shopping, restaurants and day care, it's better for the people working there."

FREDERICK CHARLES

A different approach

Mixing income levels in a neighborhood is a new-urbanist credo, and nobody does that better than planner Oscar Newman. His scattered-site low-income housing for Yonkers, N.Y., is a model of its kind. But Newman is no fan of the new urbanists. "Instead of saying, 'This is what's wrong [with suburbs],' they should ask, 'Why do people feel it's worth it to live there?' "

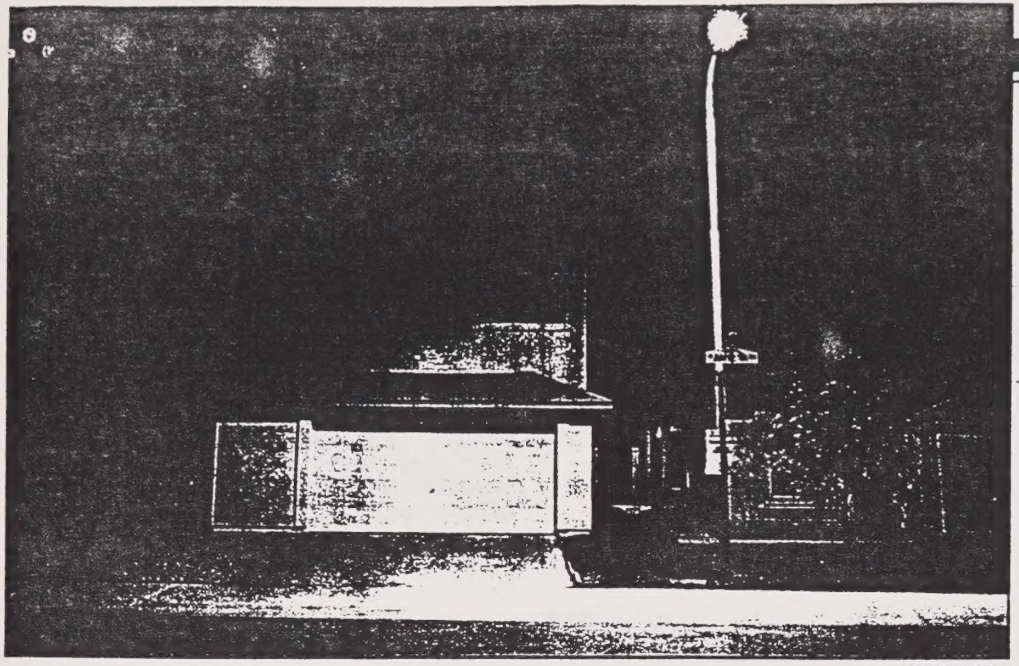
SHRINK PARKING LOTS

13 PARKING IS ONE OF SUBURBIA'S HIGHEST achievements. Only in the United States does the humblest copy-shop or pizzeria boast as much space for cars as the average city hall. But it is also a curse; the vast acreage given over to asphalt is useless for any other purpose, and goes unused more than half the time anyway. Most planners regard parking as a prerequisite for economic growth, like water. But downtown Portland, Ore., which strictly regulates parking, has been thriving with essentially the same space for cars as it had 20 years ago. Developers often build more parking than they actually need; a half-empty lot is presumed to reassure prospective tenants that they'll never run out of space for their cars. Yet a bank, a movie theater and a church are all full at different times. One simple improvement towns can make is to look for ways to share and pool parking space among different users.

The ideal—although expensive—solution to the parking problem is for cars to vanish underground when they get where they're going. A shopping center surrounded by acres of striped asphalt, whether it's empty or full, might as well put up a moat against pedestrians. Large parking lots should be situated behind buildings whenever possible—something most suburban zoning codes don't currently allow—and divided by streets, sidewalks or structures into smaller segments of around three acres or less. On-street parking in residential neighborhoods is controversial. Some planners favor it, because it creates a "buffer" between pedestrians and traffic, but others consider it a danger to children running out between the cars.

MAKE A TOWN CENTER

12 Every town needs a center: a plaza, square or green that is a geographical reference point and a focus of civic life—even if that just means a place to push a stroller or throw a Frisbee. Shopping malls are a poor substitute; the area they serve is too diffuse, and in any case their civic function is incidental to their real purpose—making money. Developers often provide some parkland in their subdivisions, but it's usually on leftover parcels that wouldn't be built on anyway, by the edge of the highway or adjoining another subdivision.



JOHN HUMBLE

A garish street lamp in Maryvale, a neighborhood in Phoenix

TURN DOWN THE LIGHTS

14 It is probably true that illuminating a suburban street to the level of the infield at Comiskey Park reduces accidents, especially for people who leave their regular glasses at home and have to drive in sunglasses. For everyone else, though, towering, garish sodium-vapor street lamps intrude on the peacefulness of the night with the insistence of a stuck horn. Where safety is not a big issue, why not use several smaller lamps that cast a gentler glow and let you see the stars?

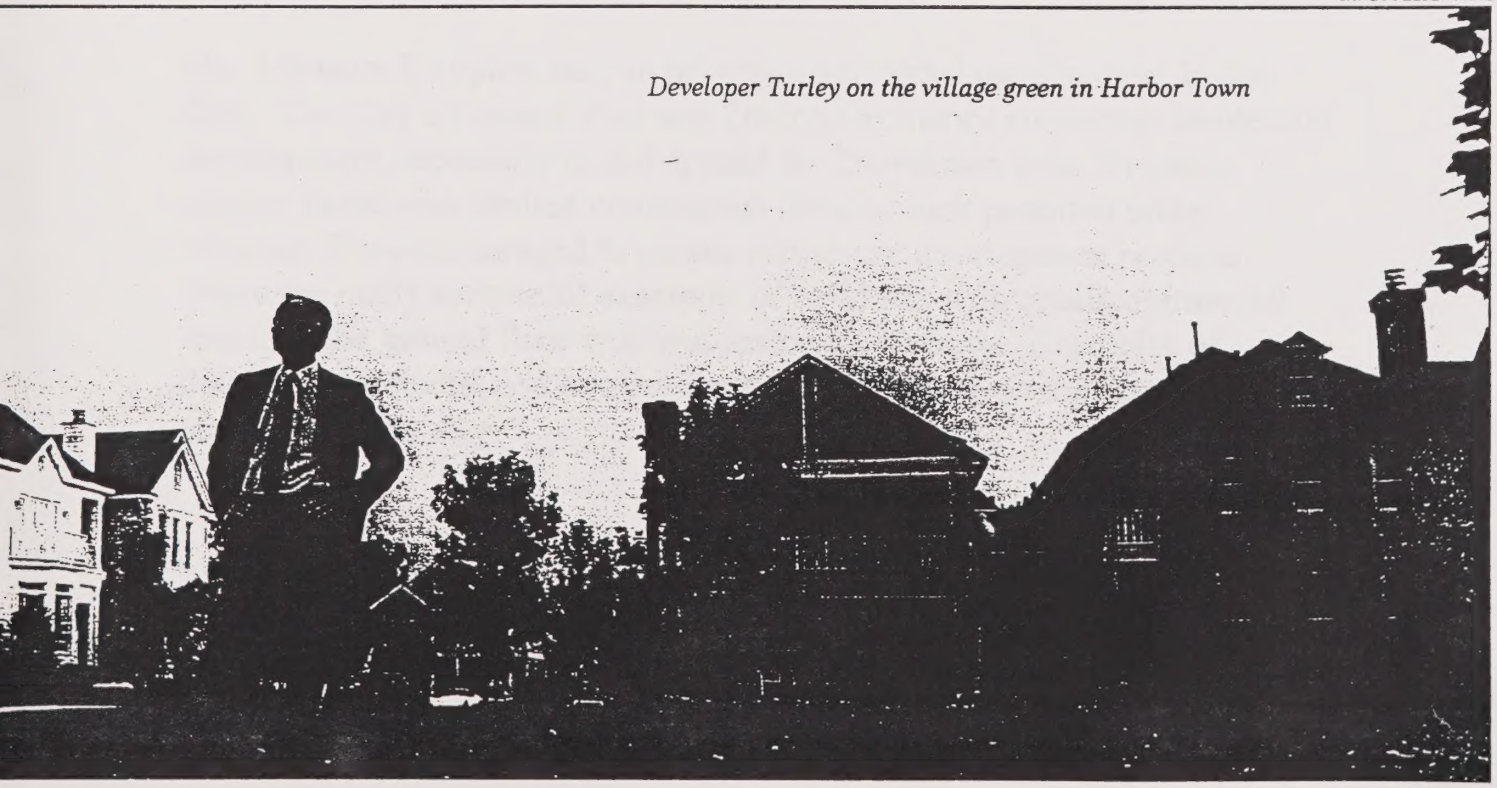
THINK GREEN

15 OUT BEYOND THE BELTWAY, where the roads are narrow and blacktop, past the point at which the dwindling traffic is too sparse to warrant plucking by even the mingiest motor court, there's a beautiful land. There are pale green corn plants poking through the brown soil, lakes glimpsed through trees, cholla cactus among the tumbled red rocks. It's not wilderness, but countryside, the unfinished canvas of America. It tells us where we are—in Illinois, Maine or Texas—and it locates us in time: summer, fall, winter, spring. There's nothing to buy there, nowhere to park; it doesn't lure us with golden arches or free coffee mugs with a fill-up. It's just there.

And by the same token, it isn't making anyone rich, yet. There is a gradient of value that runs from the city to the country, and it keeps moving outward; pick any spot and it's just a matter of time before it makes the magical transition from "countryside" to "real estate." The process seems inevitable, but it isn't, really. It's the product of concrete decisions made in an age when roads were still viewed as the harbingers of civilization rather than discount muffler outlets. And as surely as our society made those decisions, it can change them, before lawn meets lawn and asphalt meets asphalt, covering the land in a seamless carpet of sprawl.

SANDY FELSENTHAL

Developer Turley on the village green in Harbor Town



COMMON QUESTIONS REGARDING SMALL AND MINOR NON-RESIDENTIAL ADDITIONS

What is Measure E?

Measure E was a ballot initiative passed by Santa Barbara voters in 1989 that limits the amount of new non-residential development within the City to 3 million square feet until the year 2010. This was done in response to resident concerns about living within the existing resources available to Santa Barbara and the preservation of the existing quality of life. The 3 million square feet was divided into categories available to different types of projects. These categories are: Approved Projects, Pending Projects, Vacant Property, Small Additions, Community Priority, and Economic Development. Minor Addition square footage is also available but is not counted in the 3 million square foot limit.

Does Measure E limit residential development?

No. Measure E applies only to new non-residential development in the City. The City's General Plan and Zoning Ordinance encourage residential development, especially in and around the Downtown area. Property owners faced with limited commercial development potential under Measure E are encouraged to pursue mixed-use development projects. There are many successful examples of buildings with retail/commercial space on the ground floor with residential units above. Examples of detached residential and non-residential uses that are on the same parcel also exist in the area.

What is a Minor Addition?

The Santa Barbara Municipal Code defines a Minor Addition as a project involving less than or equal to 1,000 square feet of new non-residential development. This square footage can take the form of new development, an addition to an existing building, or the conversion of residential floor area to a non-residential use. Any legal lot, as permitted by zoning, is eligible to apply for up to 1,000 square feet of Minor Additions. Minor Additions are not subject to Development Plan review and approval.

What is a Small Addition?

The Santa Barbara Municipal Code defines a Small Addition as 1,001-3,000 square feet of non-residential development. This development can be in the form of an addition to an existing building, new construction, or conversion of residential floor area to a non-residential use. The Small Addition category was created to allow for the expansion and growth of existing businesses in the City while maintaining a limit on total non-residential growth.

There is a total of 600,000 square feet of Small Addition space available until the year 2010. This Measure E development category is unique in that the ballot measure stated that Small Additions shall be limited to 30,000 square feet per year. This limitation was placed on Small Additions in anticipation of the demand for Small Additions exceeding the 20 year allocation. The annual limit is intended to pace the rate of development in this category.

If the 30,000 square feet is completely allocated by some point in the same calendar year, no development in this category can take place until the following year.

What properties are eligible for a Small Addition?

Any legal lot, as permitted by zoning, is eligible to apply for up to 2,000 square feet of non-residential square footage from this category. However,

the 2,000 square foot limit is a cumulative total per parcel until the year 2010. Small Additions are subject to Development Plan review and approval and must not result in any significant impacts on traffic, water, or housing.

How are Minor and Small Additions used together?

Square footage from the Small and Minor Addition categories are often combined and used together for a single development project. The 2,000 square foot limit per lot on Small Additions, combined with the 1,000 square foot limit per lot on Minor Additions, means that the total new non-residential square footage available per lot from these categories is 3,000 square feet until the year 2010.

The first 1,000 square feet of development on a lot is considered a Minor Addition in all cases. Any cumulative development on a lot exceeding 1,000 square feet up to the 3,000 square foot limit is considered a Small Addition. For example, an addition of 1,000 square feet would be a Minor Addition, while a later addition of 2,000 on the same parcel would be considered a Small Addition. In this example, the cumulative total of 3,000 square feet per lot has been reached and no further applications could be made for Small or Minor Additions.

There are also cases where square footage for the same addition may be drawn from both categories. For example, a 1,200 square foot addition to a building with no previous additions would use 1,000 square feet of Minor Addition square footage and 200 square feet of Small Addition square footage.

When is a Minor Addition considered a Small Addition?

When the cumulative square footage total per parcel exceeds 1000 square feet, any additional development on that parcel must come from the Small Addition category. For example, an addition of 800 square feet to a building with a previous addition of 1,000 square feet would bring the cumulative parcel total to 1,800 feet. Therefore, even though both additions

were less than or equal to 1,000 square feet, the later 800 square foot addition would be processed as a Small Addition.

Can Small Addition square footage be used with square footage from other categories?

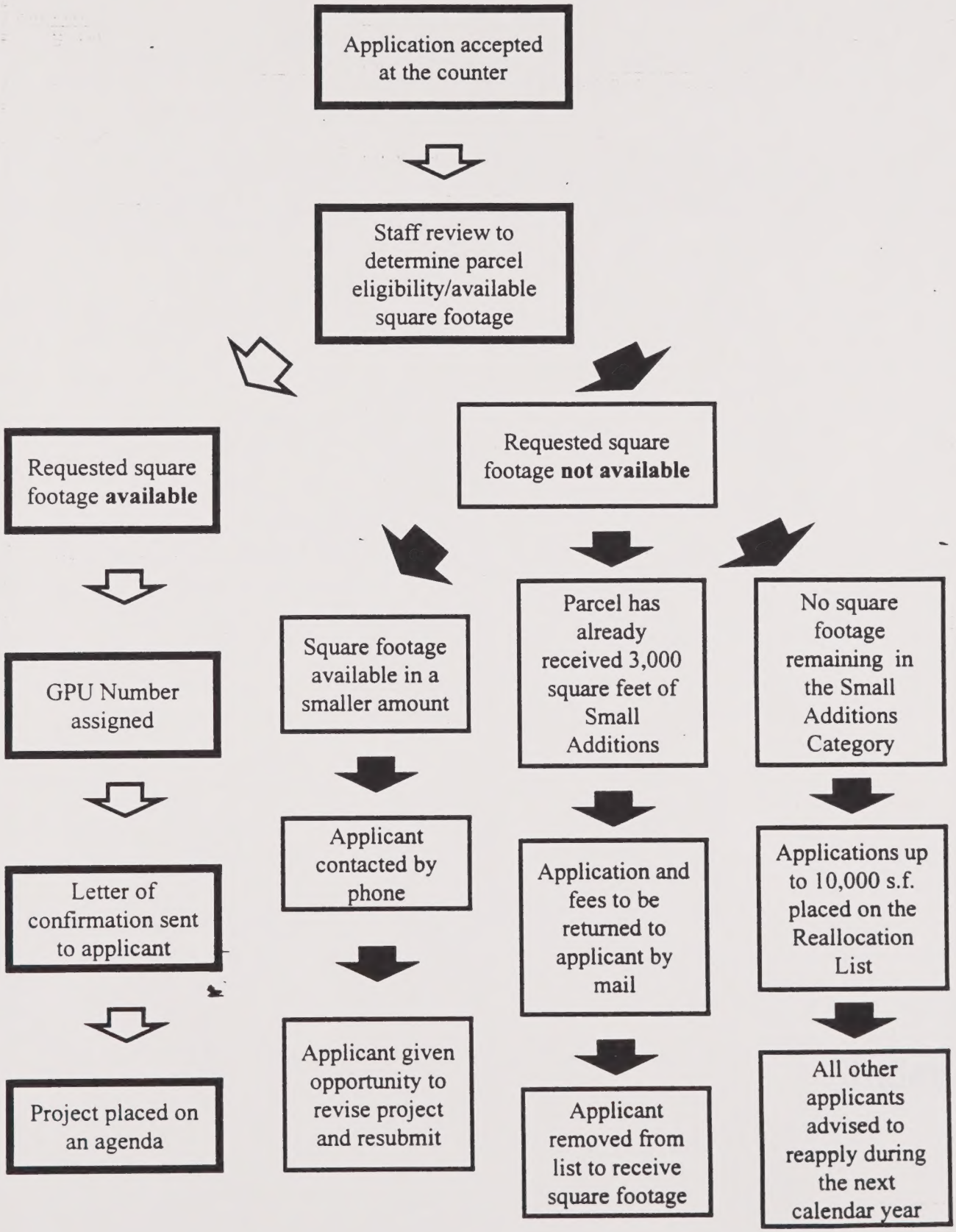
Square footage from the Small Addition category can be combined with square footage from the Vacant Property, Community Priority, or Economic Development categories. It can also be used in combination with residential square footage.

How do I apply for a Small Addition?

The submittal of a **complete** application for review by the Architectural Board of Review, the Historic Landmarks Commission, the Development Review Committee, or the Planning Commission will start the process for a square footage allocation. Please see the attached sheet which outlines the Small Additions square footage allocation procedure. Planning Division Staff will be able to assist you in determining the type of review that your projects require and the applicable submittal requirements. All Small Additions are subject to Development Plan review and approval findings as described in Section 28.87.300 of the Zoning Ordinance.

For further information regarding Measure E or the status of development activity under Measure E, please contact Rachel Adcox, Acting Assistant Planner, or Liz Casey, Senior Planner, at (805) 564-5470.

Small Addition Allocation Process



Boxes with shaded arrows indicate the need to apply for a square footage allocation after January 1 of the next calendar year.

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Index B

The following index presents the text of Policies and Implementation Strategies that relate to Education, Monitoring, and Signage. The left hand column lists the number of each Policy and Implementation Strategy and the right hand column includes the text.

Education

Policy or I.S.	Text
3.5	**The City shall work to increase public awareness of and cooperation with the City's transit planning goals.**
3.5.1	Work with local businesses and transit providers to develop transit incentive programs.
3.5.2	Train City appointed MTD Board Members, Council Members, City Staff, and MTD Staff on the functions and working of transit services to ensure the consideration of City transit issues, and conduct joint work sessions with the City Council and directors of transit providers.
3.5.3	Encourage area schools to expand education programs about the benefits and advantages of the use of transit.
3.5.4	Develop and work with transit providers, regional rideshare programs, and others to expand existing transit marketing programs.
3.5.5	Market the City's transit system, through organizations such as the Chamber of Commerce and the Convention and Visitors Bureau.
4.3.4	The Bicycle Coordinator shall promote the use of bicycles.
4.3.6	The Bicycle Coordinator shall encourage the use of programs intended to teach safe bicycle riding techniques.
4.3.7	Work with local and regional bicycle groups and coalitions to promote bicycling both within and outside of the City.
4.3.8	Encourage bicycle retailers to sponsor bicycle "Fun Rides" or races to promote bicycle riding.
4.5	**The City shall actively promote the safe use of bicycles as an efficient and affordable mode of transportation.**
4.5.1	Work with the Convention and Visitor's Bureau and the Chamber of Commerce to promote a bicycle friendly image of the City to residents and tourists.

Education (Cont.)

Policy or I.S.	Text
4.5.2	Work with schools to provide information to children, adults, bicyclists, and motorists about the safe use of the bicycle on City streets including, but not limited to, the following: • safety awareness programs at area elementary, middle, and high schools, • providing maps outlining bikeways, streets with designated bicycle lanes, and streets with lesser traffic volumes that are safer for bicycle travel, • increased signage to alert motorists to the presence of bicycles, • work with bicycle retailers to provide patrons with information regarding the safe use of the bicycle, • promote ride-to-school days, and • promote/sponsor a Bike-to-Work Day.
4.5.3	Encourage local business to use bicycle couriers for deliveries.
4.5.4	Educate people about and enforce laws relating to safe bicycle use, such as: • using lights and reflectors at night, • stopping at signalized or signed intersections and crosswalks, • riding on the right side of the road, • keeping off of the sidewalk, and • properly using helmets, especially youth.
5.8	**The City shall encourage community involvement in effectively promoting the benefits of walking and identify opportunities for improving the pedestrian system.**
5.8.1	Establish a signage program for pedestrian routes throughout the City that links various neighborhoods and attractions.
5.8.2	Enhance existing or develop new partnerships with civic organizations to promote walking tours of Santa Barbara and provide brochures and signage to advertise these tours.
5.8.3	Encourage public and private schools, from pre-school through high school, to promote walking through methods such as walking field trips.

Education (Cont.)

Policy or I.S.	Text
5.8.4	Work with public and private schools to identify and expand safe routes to school.
5.8.5	Consider establishing a hotline to report pedestrian trouble spots.
5.8.6	Continue a Traffic Safety Committee comprised of residents, the Assistant Traffic Engineer and business representatives for the purpose of studying matters of traffic and pedestrian safety, traffic calming, and making recommendations to the City Council regarding measures to promote and improve traffic and pedestrian safety.
5.8.7	Coordinate a "Walker's Appreciation Day" with Downtown retailers. Co-sponsor a "Walk to Work", "Take a Walk", or "Walk to School" day.
5.8.8	Work with community groups to encourage neighborhood walk-about activities.
5.8.9	Work with the Police Department to improve pedestrian safety at night (in areas including paseos and placitas) through such methods as increased bicycle patrols.
5.8.10	Encourage public and private schools to implement pedestrian safety education programs for all ages.
5.8.11	Encourage community groups, business groups, and individuals to assist in the cleaning and maintenance of sidewalks, sidewalk furniture, landscaping, and pedestrian overpasses, including graffiti removal and litter pickup.
6.1	**The City shall continue to support efforts to expand Transportation Demand Management Programs.**
6.1.1	Work with local and regional transportation demand management services, such as Traffic Solutions, to actively promote the advantages and cost savings of alternative forms of transportation.
6.4	**The City shall work to raise awareness about the effects of automobile use and the value of alternatives to driving alone.**
6.4.1	Continue to work with agencies, such as the School District and Traffic Solutions, and fund programs which are designed to expand the education, outreach and marketing components of transportation demand management services.
6.4.2	Work with groups such as the Air Pollution Control District (APCD) and Traffic Solutions to educate the public about auto-related air pollution emissions.

Education (Cont.)

Policy or I.S.	Text
6.4.3	Work with groups such as the Community Environmental Council (CEC), to incorporate information about opportunities to decrease energy consumption, reduce air pollution, and improve resource conservation through decreased use of the automobile.
6.4.4	Encourage local and regional transportation demand management services, such as Traffic Solutions, the Air Pollution Control District (APCD), and the Community Environmental Council (CEC) to develop a local access television program aimed at raising awareness and discouraging drive alone trips.
6.4.5	Participate in the Clean Cities Program (see Glossary).
6.4.6	Continue to participate in and share information with the Environmental Protection Agency/Local Government Commission's Transportation Partners Program.
6.4.7	Encourage the use of bicycling and other forms of alternative transportation through the sponsorship of events such as a Bike-to-Work Day.
6.4.8	Work with groups such as the Convention and Visitors Bureau and the Chamber of Commerce to promote the use of public forms of transportation, alternative forms of travel, and ridesharing to and within the City in all out of town advertising and promotion efforts.
8.2.2	Increase the awareness of employers and employees about impacts of employee parking and commuting habits through marketing and education.
8.5.1	Educate property and business owners, developers, and the community about the benefits of increased housing Downtown.
9.1.4	Work with the Conference and Visitors Bureau and Chamber of Commerce to market the transportation system and promote travel to Santa Barbara through methods such as: • marketing improvements to the transportation system to make the City more attractive to tourists and companies seeking to locate in Santa Barbara, • promoting and marketing the use of alternative transportation by visitors, especially between the Railroad Depot, Airport, and Waterfront hotels/motels, and • encouraging visitors to use alternative forms of travel such as the train.

Education (Cont.)

Policy or I.S.	Text
12.1.1	Create a Traffic Management Program which will: • detail a process to develop and implement Neighborhood Area and Business Area Mobility Plans that address the traffic and mobility concerns of an impacted area, including the concerns of any residential, commercial, mixed use, industrial, recreational, and service uses in the area. The types of issues this plan is intended to address include transit issues, mobility issues, maintenance issues, pedestrian and bicycle connections, through traffic volumes, visual impacts, traffic speeds, noise, safety for children and pedestrians, and collisions, • detail the process required for education of traffic issues, implementation, the potential cost and benefits of various alternatives for addressing traffic issues, conflict resolution strategies, the public hearing and design review process, and future enforcement and monitoring, • describe various options available to address traffic issues such as: *(See body of document for text)* • encourage community members to identify innovative solutions to address traffic problems, • include the location of information sources related to traffic, including but not limited to the following: – status of current projects or improvements, – other applicable area plans, and – neighborhood traffic statistics such as traffic counts, speeds, local vs. cut-through traffic, truck traffic, • describe a process by which concerned community members can effectively organize to address traffic related issues, and • include video instruction detailing the process for developing Neighborhood Area and Business Area Mobility Plans.
13.6.1	Work with school districts, private schools, major employers, and appropriate agencies to: • locate child care facilities near existing schools and major employment centers, • encourage parents to share trips, and • create employer incentives for sponsoring on-site child care facilities.

Education (Cont.)

Policy or I.S.	Text
14.4	**The City shall develop an education/outreach program about the City's Circulation Element.**
14.4.1	Distribute the adopted Circulation Element to SBCAG, other jurisdictions, transportation related agencies, and affected groups.
14.4.2	Encourage regional marketing of transportation services to educate the public about the availability and benefit of alternative modes of transportation.
14.4.3	Review proposed State and Federal legislation for effects on the Circulation Element and comment as appropriate.

Monitoring

Policy or I.S.	Text
2.2	**To assure that the community is moving towards the Vision articulated in this Circulation Element, the City shall monitor changes in traffic volumes, travel patterns and mobility choices through a program which:** • **establishes performance benchmarks related to the policy statements and implementation strategies within each chapter of the Circulation Element,** • **assesses the impacts of policy implementation and progress against these benchmarks, and** • **includes City response strategies if the outcomes of policy and project specific decisions are not consistent with the Vision articulated within this Circulation Element.**
2.2.1	The City Administrator shall direct staff to develop and implement a monitoring program and submit reports every two years to the Planning Commission and City Council regarding the effectiveness of achieving the Goals and Policies of the Circulation Element. These reports shall include, but not be limited to, information on the following topics: • land use policy effectiveness in meeting the City's mobility goals, • the effectiveness of the policies of the Circulation Element towards increasing the use and effectiveness of transit programs, • the attainment of regional air quality standards, and • ridership patterns and use of alternative forms of transportation. Continue to obtain this information from responsible agencies, such as MTD. In areas where no information is available, conduct surveys.
2.2.2	Prior to each annual Capital Improvements Program, public work sessions shall be held with the Planning Commission and City Council to develop project priorities for funding.
8.2.7	Assess the impact of employee shuffling on Downtown parking.
12.1.3	Schedule a regular review and monitoring cycle of Neighborhood Area and Business Area Mobility Plans to address changing conditions. Prepare the Plans in advance of the Public Works' street maintenance cycle to ensure community input.

Monitoring (Cont.)

Policy or I.S.	Text
13.2.2	Consider amending the Zoning Ordinance to: • allow increased residential densities and more compact, pedestrian oriented non-residential development along streets identified as major transit corridors, and • reduce parking requirements for properties near major transit corridors if it can be demonstrated that a negative impact will not occur. In conjunction with this reduction, the City shall evaluate and aggressively monitor the results to ensure continued use of alternative means of travel and to justify reduced parking demands.

Signage

Policy or I.S.	Text
2.1.14	Create a program to coordinate the execution and review of Implementation Strategies addressing signage (see Index B for a comprehensive list). The program should be reviewed by the Sign Committee, Historic Landmarks Commission, and Architectural Board of Review.
3.2.7	Work with transit providers to improve and expand the transit route and signage program by showing connections between major attractions such as schools, museums, places of worship, institutions, shopping and recreation areas.
4.2.5	Adopt and implement the Regional Bikeway Signage Program.
4.5.2	Work with schools to provide information to children, adults, bicyclists and motorists about the safe use of the bicycle on City streets including, but not limited to, the following: • Increased signage to alert motorists to the presence of bicycles *(3rd bullet)*
5.1.4	Work with Caltrans to improve and maintain Highway 101 pedestrian over/undercrossings to promote increased pedestrian use. This may include adding amenities such as lighting, landscaping, and identification signage.
5.4.1	Work with the Architectural Board of Review and Historic Landmarks Commission to revise and enhance City design standards for all sidewalks and paths of travel. Standards should address width of paths, safety, lighting, landscaping, location, street furniture, the availability of alternate pedestrian accessways, and the provision of kiosks or other methods to exchange public information.
5.4.6	Require striping/signage, crossing guards, stop signs and other devices to improve safety near schools and parks.
5.5.6	Look for opportunities to connect placitas to institutional, public, private and institutional uses. Include signage, as appropriate.
5.8.1	Establish a signage program for pedestrian routes throughout the City which links various neighborhoods and attractions.
5.8.2	Enhance existing or develop new partnerships with civic organizations to promote walking tours of Santa Barbara and provide brochures and signage to advertise these tours.
8.2.13	Increase the use of underutilized public parking lots through marketing, improved signage, and other incentives.

Signage (Cont.)

Policy or I.S.	Text
9.4	**The City shall promote excellent signage and aesthetics.**
9.4.1	Implement Harbor Master Plan policies and programs that will: • improve signage and aesthetics within the plan area, • provide information about the various forms of transportation available, • improve linkages between forms of transportation, and • resolve conflicts between various modes of transportation that occur within the plan area.
9.4.2	Develop a program for the entire Coastal Zone to improve parking lot aesthetics and provide signage regarding location and transportation linkages between parking lots and points of interest.
9.4.3	Work with Cal-Trans to improve freeway signage to and from the Downtown and Coastal Zone areas.
9.5.1	Create a Master Plan for Cabrillo Boulevard that explores the implementation of the following: • Relocating tour bus parking to an area designated and signed for that purpose and enforcing tour bus parking regulations. *(5th bullet)*
10.1	**Directional signage** ***(included in the list of possible design features for Residential Corridors)***
15.1.2	Ensure that signage indicating weight limits is clearly posted throughout the City.

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